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**Youth Attitude Tracking Study II
Wave 18 -- Fall 1987**

Supplementary Tabulations

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YOUTH ATTITUDE TRACKING STUDY II
Supplementary Tabulations of Data Collected
in the Fall, 1987

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The views, opinions, and findings contained in this report are those of the authors and should not be construed as an official Department of Defense position, policy, or decision, unless so designated by other official documentation.

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INTRODUCTION

The Department of Defense must understand the backgrounds, attitudes, and motivations of young men and women, and their intentions to serve in the military to effectively target recruiting efforts. The Youth Attitude Tracking Study II (YATS II) provides data on these issues. YATS II is a reconfigured survey begun in 1983 that merges information from the former YATS and the non-prior service portion of the Reserve Component Attitude Study (RCAS) into a single study.

This volume presents supplementary tabulations for the 1987 YATS II. These tabulations show the distributions of responses to the questions asked during the 30-minute telephone interview for the study. The interpretive analyses appear in a companion volume, Youth Attitude Tracking Study II: Fall, 1987.

Definitions and Organization of Data Tables

Respondents. Respondents to the 1987 YATS II were drawn from four market groups:

- Young Males aged 16-21,
- Older Males aged 22-24,
- Young Females aged 16-21, and
- Older Females aged 22-24.

Consistent with past YATS surveys, eligible individuals had no prior or current military service and were not beyond the second year of college. Analyses are based on interviews from 5,642 young males, 1,103 older males, 3,448 young females, and 1,078 older females. (51 1) ←

Two changes in the market groups studied were introduced in 1986. First, the older male sample was comprised of 22-24 year olds rather than 22-29 year olds as it was from 1983 to 1985. Results for the older males (aged 22-24) are comparable for the 1986 and 1987 waves of the study but are not directly comparable to results for 22-29 year olds from the 1983-1985 waves. Second, data collection from females aged 22-24 began in 1986. This is the second year of data for this group.

Tabular Content. Data tables for the 1987 YATS II survey present two types of information:

- Marginal response distributions for each market group, and
- Cross tabulations of questions with the key analysis variable of "composite propensity to serve in the military."

Responses cross-tabulated with propensity are presented separately for each market group.

The 1987 YATS II survey assessed propensity to serve in the active services and propensity to serve in the Reserve Components (defined below). To provide maximum information about each type of propensity, tabular results are presented in two parts, one part showing active propensity and the other part showing Reserve propensity. In Part 1 tables, propensity refers to composite propensity to join the active Services; in Part 2 tables, propensity refers to composite propensity to join the National Guard or Reserves.

Measurement of Propensity. The term "propensity" refers to the self-reported likelihood of a respondent enlisting in the military. Composite Active Propensity is based on four questions assessing the likelihood of serving in the Army (Q510 in the questionnaire), the Navy (Q513), the Marine Corps (Q512), or the Air Force (Q511).

These questions were asked with the following format:

Now, I'm going to read you a list of several things which young (men/women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

How likely is it that you will be serving on active duty in the _____ (Army, Navy, Marine Corps, Air Force)? Would you say

Definitely,
Probably,
Probably not, or
Definitely not?

Composite Active Propensity is constructed as the most positive response given to the four questions. Individuals who indicated that they would "probably enlist" in the Army but "probably not enlist" in the Navy, the Air Force, or the Marine Corps, for example, were assigned a value of "probably enlist" on the Composite Active Propensity measure. Respondents with values of "definitely enlist" or "probably enlist" on the composite measure are defined as having "positive propensity." Respondents whose values on the composite measure were "probably not," "definitely not," "don't know," or "refuse" are defined as having "negative propensity."

The 1987 YATS II survey also assessed Reserve propensity based on two questions--one about joining the National Guard (Q505) and the other about joining the Reserves (Q507). The questions were as follows:

How likely is it that you will be serving in the _____
(National Guard or Reserves)? Would you say

Definitely,
Probably,
Probably not, or
Definitely not?

A Composite Reserve Propensity measure was formed from these two items and was constructed in the same manner as the Composite Active Propensity measure.

Composite Reserve Propensity computed for the 1984-1987 YATS II tables differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The computations in the later years are based on the two items noted above, whereas the computation for 1983 is based on six items used in the RCAS. Thus, results using Reserve propensity for 1983 are not directly comparable to those for 1984-1987. In contrast, Composite Active Propensity is based on the same items for the five years and results are comparable.

Table Format

The Supplementary Tabulations provide information about the distributions of responses for the 1987 YATS II questions. Tables present percentages based on the sample data weighted to yield population counts.¹ Additionally, the bottom row of the tables shows the actual number of respondents on which the weighted estimates in the columns are based. These numbers can be used, roughly, to judge the relative reliability of the estimates; estimates based on small numbers of respondents are less reliable than those based on larger numbers.

Because of considerable variation in the design effects associated with individual questions, generalized standard errors are not provided for the tables. Data from the tables should be used for determining how respondents reacted to individual questions or set of questions and for framing questions about issues that may be of further analytical interest. It is not appropriate to use these data to make comparison statements about significant differences.

A maximum of 12 different subgroups appear in the tables. These are:

- 1) Young males with positive propensity.
- 2) Young males with negative propensity.

1/ It is necessary to weight the sample results primarily because respondents were chosen with non-random selection probabilities based on the 1987 study's stratified two-stage sample design. In order to include respondents from less-populated areas (MEPS) to support reliable estimates and in order not to waste resources by questioning more respondents from heavily populated areas than are needed to make reliable estimates, sample members were selected with probabilities disproportionate to their representation in the population. Sample weighting basically multiplies the respondents by the inverse of their original selection probabilities to reestablish their impact on estimates proportional to their representation in the population. Then, within each MEPS, the weights are adjusted to account for nonresponding households and nonresponding eligibles identified in a household. In addition, the weights account for multiple households contacted using a single telephone number and for households that could have been contacted using multiple telephone numbers. As a result, the weighted percentages presented in this report are unbiased estimates of national percentages.

- 3) Young males overall (total of groups 1 & 2).
- 4) Older males with positive propensity.
- 5) Older males with negative propensity.
- 6) Older males overall (total of groups 4 & 5).
- 7) Young females with positive propensity.
- 8) Young females with negative propensity.
- 9) Young females overall (total of groups 7 & 8).
- 10) Older females with positive propensity.
- 11) Older females with negative propensity.
- 12) Older females overall (total of groups 10 & 11).

The labels specifying the propensity subgroups are abbreviated. Positive propensity within each market group is designated as "POS PROP" and negative propensity is represented by "NEG PROP." Some questionnaire items were asked only of specific market groups (e.g., older males). In these cases the tables have fewer columns.

Reading the Tables

In most cases, percentages in the tables are column percentages and sum to 100. A few tables, which are specially noted, summarize responses to questions that allowed multiple responses and, consequently, have varying totals. Percentages are within market group and level of propensity for the first two columns of each market group. The right-most column of each market group presents percentages within each market group as a whole. Care must be taken to interpret a percentage within the appropriate subgroup.

The table format used allows direct comparison of the different subgroups. In Table Q404 on page 14, for example, one can see that 60.4 percent of the older males report the twelfth grade as their highest grade completed, whereas only 27.5 percent of the young males report the twelfth grade as their highest. Similarly, for young males with positive propensity to serve in the active military, 18.1 percent report the twelfth grade as the highest grade completed; for young males with negative propensity, 32.0 percent indicate the twelfth grade as their highest.

It is important to interpret the column percentages correctly for positive and negative propensity and not to confuse them with row

percentages. In Table Q404, for example, if the existing data for positive propensity were row percentages, the interpretation would be that among respondents whose highest grade attended is the twelfth grade, 18.1 percent of young males have positive propensity and 32.0 percent of young males have negative propensity. Clearly, these numbers do not add to 100 percent. Thus, care should be taken not to interpret the tables as if they represented row percentages.

Questionnaire Skip Patterns and Study Respondents

The 1987 YATS II questionnaire is identical to the 1986 YATS II questionnaire (see cross-reference in Appendix A) and was designed to obtain necessary information for the study and, at the same time, to minimize respondent burden by using skip patterns. Thus, respondents' answers to earlier items determined whether later items were asked. Respondents who said they did not plan to attend school or a training program in the fall (Q407), for instance, were not asked about the kind of school in which they would be enrolled (Q408A). The latter question (called a "filtered" question) was asked only of the subset of individuals who were planning to attend school. Accordingly, the numbers of respondents to these filtered questionnaire items are smaller, and the percentages are based only on the relevant subgroup. Questions within a skip pattern can be identified by the smaller numbers of respondents and, often, by a parenthetical remark in the table title. Skip pattern instructions appear in the questionnaire (Appendix B).

Parts 1 and 2 of the Supplementary Tabulations are based on the same questionnaire items (403-715) with the exception of one set of items, questions 554-582. Of these items, questions 554-563 apply only to active duty service and appear only in Part 1 tables. Similarly, questions 571-582 apply only to service in the Reserve components and appear only in Part 2 tables. The sample sizes for these subsets of items and for the total study appear below in Table 1.1. Note that except for young males on questions 571-582, all other items were asked of all respondents.

Table 1.1. Question Sets and Sample Respondents

Tabulation Part	Question Sets	Young Males	Older Males	Young Females	Older Females
All respondents	403-525 601-715	5,642	1,103	3,448	1,078
Active only (Part 1)	554-563	5,642	1,103	3,448	1,078
Reserve only (Part 2)	571-582	2,840	1,103	3,448	1,078

Note: Item numbers 526-553, 564-570, and 583-600 were not used in the questionnaire. Table entries indicate the total number of interviews for the question sets. Numbers responding to specific items vary due to missing data and questionnaire routing (skip) patterns.

Part I

Active Service Propensity Tables

The propensity measure used for the tables in this section is Composite Active Propensity. Composite Active Propensity is based on responses to questions regarding the likelihood of serving on active duty in the Army (Q510), Navy (Q513), Marine Corps (Q512), or Air Force (Q511).

The response options for each of the items are "definitely enlist," "probably enlist," "probably not enlist" and "definitely not enlist." Composite Active propensity is the respondent's most positive response to the four items about enlisting in the active military. Individuals who indicated that they would "probably enlist" in the Army but "probably not enlist" in the Navy, the Air Force, or the Marine Corps, for example, were assigned a value of "probably enlist" on the Composite Active Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know" or "refuse" comprise the negative propensity category shown in the tables.

ACTIVE PROPENSITY
Q403 - AGE ON LAST BIRTHDAY?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
16	34.6	21.4	25.7	0	0	0	0	40.2	24.4	26.7	0
17	29.8	24.4	26.1	0	0	0	0	24.8	22.2	22.6	0
18	15.7	18.7	17.7	0	0	0	0	13.5	15.3	15.1	0
19	9.4	14.9	13.1	0	0	0	0	9.0	15.5	14.6	0
20	6.7	10.5	9.2	0	0	0	0	6.2	11.0	10.3	0
21	3.9	10.1	8.1	0	0	0	0	6.2	11.5	10.7	0
22	0	0	0	38.5	32.8	33.7	0	0	0	40.6	32.3
23	0	0	0	36.4	34.5	34.8	0	0	0	35.4	34.1
24	0	0	0	25.1	32.7	31.5	0	0	0	24.0	33.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	53	1026	1078

--RESPONSES--

ACTIVE PROPENSITY
Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
7TH GRADE OR LESS	0.4	0.4	0.4		1.0	0.7	0.7		1.1	0.3	0.4		0	0.8	0.7	
8TH GRADE	2.8	0.8	1.5		3.5	1.5	1.8		4.6	0.7	1.2		0	1.2	1.2	
9TH GRADE	11.5	5.4	7.4		5.3	2.0	2.5		10.6	3.4	4.4		0	2.8	2.7	
10TH GRADE	31.9	21.7	25.0		5.5	3.4	3.7		30.0	22.4	23.5		0	3.8	3.6	
11TH GRADE	31.7	26.9	28.4		12.5	6.6	7.5		31.0	26.0	28.8		12.0	5.9	6.2	
12TH GRADE	18.1	32.0	27.5		60.4	60.4	60.4		18.4	34.1	31.7		55.5	57.8	57.7	
COLLEGE FRESHMAN	2.9	11.0	8.4		6.6	13.4	12.3		3.2	10.8	9.7		17.8	19.3	19.2	
COLLEGE SOPHOMORE	0.3	0.7	0.5		2.8	8.1	7.2		0.2	0.9	0.8		9.8	4.1	4.3	
JUNIOR/COMM COLLEGE	0.1	0.4	0.3		0.9	1.5	1.4		0.3	0.7	0.8		3.3	0.9	1.0	
VOC/BUS/TRADE SCHOOL	0.4	0.8	0.7		1.5	2.5	2.4		0.6	0.8	0.8		1.5	3.5	3.5	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q405 - RESPONDENTS' DEGREES, DIPLOMAS, OR CERTIFICATES

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ADULT BASIC ED (ABE)	0.1	0.1	0.1		0	0.5	0.5		0	0.1	0.1		0	1.0	0.9	
GED	1.2	1.3	1.2		3.9	4.8	4.6		0.8	2.3	2.1		4.7	6.0	6.0	
HIGH SCHOOL DIPLOMA	19.9	42.2	35.0		65.7	78.2	76.2		21.8	43.6	40.4		73.1	77.4	77.2	
VOC/BUS/TRADE	1.5	3.4	2.8		12.3	15.2	14.7		2.0	5.0	4.5		21.9	18.7	18.9	
OTHER	2.8	2.8	2.8		4.6	4.5	4.5		6.6	3.8	4.2		6.5	5.7	5.8	
---TOTAL---	-----Question allowed for as many as 5 responses-----															
---COUNT---	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q406 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
HS DIPLOMA	96.0	97.0	96.8	90.8	94.9	94.3	96.8	96.0	96.1	94.5	93.6	93.6
ABE CERTIFICATE	0.2	0.1	0.1	0	0.2	0.2	0	0.3	0.3	0	0.1	0.1
GED CERTIFICATE	3.2	2.3	2.5	8.7	4.5	5.1	3.2	2.8	2.8	5.5	3.8	3.9
OTHER HS CERTIFICATE	0.2	0.3	0.3	0.5	0.2	0.2	0	0.7	0.7	0	2.2	2.1
NO, NONE	0.4	0.3	0.3	0	0.2	0.2	0	0.2	0.2	0	0.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	372	1638	2010	121	763	884	125	1363	1488	46	855	901

ACTIVE PROPENSITY

Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT)
 - ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT)

-----MARKET-----																					
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----						
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		
YES					74.0	67.6	69.6	15.1	15.8	15.7	73.7	62.9	64.5	21.4	12.5	12.9					
NO					25.0	31.2	28.2	82.4	83.3	83.2	25.1	36.7	35.0	78.6	86.8	86.4					
DON'T KNOW					1.0	1.3	1.2	2.5	0.9	1.1	1.2	0.4	0.5	0	0.7	0.7					
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
--COUNT--					1874	3768	5642	172	931	1103	476	2972	3448	63	1025	1078					
--RESPONSES--																					

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q408A - WHAT KIND OF SCHOOL OR TRAINING PROGRAM WILL YOU BE ENROLLED IN?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
NONE	0.7	1.0	0.9	3.1	1.4	1.6	0.4	0.8	0.8	0	4.3	4.0
ABE	0.9	1.0	1.0	3.4	3.0	3.1	1.2	1.3	1.3	0	3.9	3.6
HIGH SCHOOL	83.5	62.1	69.5	4.2	3.6	3.7	81.0	62.7	65.8	0	0	0
GED	1.5	1.0	1.2	0	6.0	5.1	5.3	1.9	2.5	16.5	4.9	5.8
JOBS/WIN/CETA	0.4	0.3	0.4	5.5	1.1	1.8	0.7	0.9	0.8	0	2.5	2.3
OJT PROGRAM	0.3	0.7	0.6	20.1	10.0	11.5	0.6	0.6	0.6	21.5	3.3	4.7
APPRENTICE	0.3	1.0	0.8	0	10.0	8.4	0	0.7	0.6	0	0	0
VOC/BUS/TRADE	3.3	5.0	4.4	46.6	24.6	28.0	3.9	4.7	4.6	0	26.6	24.5
JR COLLEGE	4.6	13.0	10.1	10.4	26.8	24.3	3.9	12.5	11.1	62.1	36.5	38.5
COLLEGE	4.5	14.9	11.3	6.6	13.6	12.5	3.1	13.8	12.0	0	18.1	16.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1384	2524	3908	26	146	172	353	1937	2290	10	133	143

ACTIVE PROPENSITY
Q408B AND C - WHAT GRADE WILL YOU BE ENROLLED IN OCT 1987?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
8TH GRADE	0.3	0.1	0.1		0	0	0		0	0	0		0	0	0	
9TH GRADE	1.9	0.4	0.9		0	0	0		1.5	0.4	0.8		0	0	0	
10TH GRADE	13.1	5.3	8.0		0	0	0		12.5	3.4	4.9		0	0	0	
11TH GRADE	40.0	29.8	33.3		11.4	4.9	5.4		45.6	31.7	34.0		0	0	0	
12TH GRADE	35.4	34.3	34.7		19.8	5.1	6.3		32.8	35.7	35.2		0	0	0	
COLLEGE FRESHMAN	5.9	16.6	12.9		46.6	37.1	37.8		5.1	18.1	15.9		74.0	47.8	50.1	
COLLEGE SOPHOMORE	2.9	12.8	9.3		22.2	46.5	44.5		2.4	9.8	8.5		26.0	46.0	44.2	
JUNIOR/COMM COLLEGE	0.4	0.5	0.5		0	0.5	0.0		0	0.8	0.7		0	5.1	4.7	
VOC/BUS/TRADE SCHOOL	0.1	0.2	0.2		0	0	0		0	0.1	0.1		0	1.1	1.0	
DON'T KNOW	0	0.1	0.1		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1275	2269	3544		6	66	72		315	1733	2048		6	68	74	

ACTIVE PROPENSITY
Q409 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
---RESPONSES---																			
FULL-TIME	90.7	89.2	89.7		32.5	39.0	38.0		90.3	87.5	88.0		39.5	45.8	45.3				
PART-TIME	9.1	10.2	9.8		62.8	60.5	60.8		9.7	12.4	11.9		60.5	53.4	54.0				
DON'T KNOW	0.2	0.5	0.4		4.7	0.5	1.1		0	0.1	0.1		0	0.8	0.7				
REFUSED	0	0.1	0.0		0	0	0		0	0	0		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1375	2500	3875		25	144	169		351	1917	2268		10	127	137				

ACTIVE PROPENSITY
Q409B TIME -NO. OF MONTHS SINCE LAST ATTENDED SCHOOL

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES--																
UP TO 1 MONTH	12.1	8.8	9.7	0	0.2	0.2	12.0	6.7	7.3	0	0.6	0.6	0	0.6	0.6	0.6
ONE MONTH	2.5	1.7	1.9	0.6	0.4	0.5	4.0	2.8	2.9	0	0.3	0.2	0	0.3	0.2	0.2
2 MONTHS	4.1	6.2	5.6	0	0.4	0.3	3.8	4.1	4.0	0	0.4	0.4	0	0.4	0.4	0.4
3 MONTHS	13.6	8.0	9.5	0	1.2	1.0	14.4	7.5	8.3	0	0.6	0.6	0	0.6	0.6	0.6
4 TO 6 MONTHS	8.5	9.8	9.4	0.5	1.8	1.6	9.8	11.7	11.5	1.3	1.5	1.5	1.3	1.5	1.5	1.5
7 TO 12 MONTHS	9.3	5.7	6.7	5.0	2.8	3.2	2.4	7.8	7.2	0	2.9	2.8	0	2.9	2.8	2.8
13 TO 18 MONTHS	16.7	20.2	19.2	2.9	3.2	3.1	26.3	18.7	19.5	9.8	4.7	5.0	9.8	4.7	5.0	5.0
19 TO 24 MONTHS	4.1	4.7	4.6	1.7	2.7	2.6	3.2	5.3	5.1	11.8	4.5	4.8	11.8	4.5	4.8	4.8
25 MONTHS OR MORE	29.2	34.8	33.3	89.3	87.3	87.6	24.1	35.5	34.2	77.1	84.5	84.1	77.1	84.5	84.1	84.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	475	1203	1678	135	740	875	121	1029	1150	42	861	903	42	861	903	903

ACTIVE PROPENSITY
Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1988-89?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)
81.5		77.4		78.7	66.7		51.1		53.6	87.8		79.1		80.4	67.6		48.1		49.0
15.7		19.7		18.4	30.0		45.1		42.7	10.1		18.9		17.6	30.5		47.9		47.1
2.8		2.9		2.9	3.3		3.8		3.7	2.1		2.0		2.0	1.9		4.0		3.9
100.0		100.0		100.0	100.0		100.0		100.0	100.0		100.0		100.0	100.0		100.0		100.0
1874		3768		5642	172		931		1103	476		2972		3448	53		1025		1078
--RESPONSES--																			
YES																			
NO																			
DON'T KNOW																			
--TOTAL--																			
--COUNT--																			

Q410B - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1988-89?

ACTIVE PROPENSITY

-----MARKET-----																					
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----						
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		
YES					64.1	48.0	52.6	59.6	35.5	38.3	57.3	54.4	54.7	64.8	49.1	49.6					
NO					26.1	45.2	39.8	32.1	56.2	53.5	33.4	37.8	37.4	35.2	41.3	41.1					
DON'T KNOW					9.8	6.8	7.7	8.2	8.3	8.3	9.3	7.8	7.9	0	9.6	9.3					
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
--COUNT--					361	840	1201	63	463	526	66	585	651	18	532	550					
--RESPONSES--																					

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
HIGH SCHOOL	35.4	20.6	25.6	8.5	1.6	2.9	35.7	20.1	22.5	5.7	3.4	3.6
VOC/BUS/TRADE	21.9	20.3	20.8	50.5	45.2	46.2	16.0	18.1	17.8	27.2	34.9	34.5
JR COLLEGE	11.8	15.8	14.5	20.0	27.5	26.1	16.8	21.1	20.5	39.3	35.1	35.3
COLLEGE	27.0	40.3	35.8	13.9	21.1	19.7	25.9	37.8	35.9	27.9	21.7	22.0
GRADUATE/PROFESSIONAL	0.3	0.4	0.4	2.0	0	0.4	0.4	0.6	0.5	0	0.8	0.7
DON'T KNOW	3.7	2.7	3.0	4.6	4.6	4.6	5.3	2.3	2.8	0	4.1	3.9
REFUSED	0	0	0	0.6	0	0.1	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1740	3323	5063	147	630	777	449	2685	3134	47	750	797

ACTIVE PROPENSITY
Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
-----OLDER FEMALES-----											

ACTIVE PROPENSITY
Q413 - HOW MUCH WOULD ONE YEAR OF EDUCATION COST YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
LESS THAN \$1000	11.5	11.5	11.5	22.6	20.9	21.2	8.1	13.3	12.6	4.3	22.9	21.9
\$1000-\$1999	19.5	18.5	18.8	23.6	25.5	25.2	20.8	20.3	20.4	35.2	24.9	25.4
\$2000-\$2999	20.0	18.3	18.8	22.3	16.2	17.3	28.5	19.5	20.7	20.1	21.5	21.5
\$3000-\$3999	14.2	11.9	12.6	10.4	11.5	11.3	15.4	12.7	13.1	21.0	11.3	11.9
\$4000-\$4999	10.4	10.2	10.3	6.4	8.5	8.1	6.4	8.8	8.5	3.1	5.1	4.9
MORE THAN \$5000	24.2	29.3	27.8	13.4	18.9	18.2	20.4	25.2	24.6	16.3	14.1	14.3
REFUSED	0.1	0.2	0.2	1.3	0.4	0.8	0.3	0.3	0.3	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1127	2641	3768	133	621	754	305	2133	2438	45	722	767

ACTIVE PROPENSITY
Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
-----OLDER FEMALES-----										
---RESPONSES---										
ALL EXPENSES	22.2	31.1	28.5	27.1	45.0	41.7	15.8	29.4	27.6	22.0
MORE THAN 3/4	5.6	4.8	5.0	7.5	4.8	5.2	4.6	3.5	3.7	7.2
ABOUT 3/4	15.3	13.6	14.1	8.7	10.9	10.5	10.9	11.0	10.9	9.9
ABOUT 1/2	34.6	29.2	30.8	22.6	24.3	24.0	39.7	28.7	30.1	35.5
ABOUT 1/4	12.6	12.6	12.6	15.3	9.6	10.6	15.6	14.3	14.5	22.8
LESS THAN 1/4	5.3	4.9	5.1	11.4	2.1	3.9	6.0	5.8	5.8	0
NONE	3.7	3.5	3.5	6.6	3.4	4.0	7.1	7.0	7.0	2.6
REFUSED	0.6	0.3	0.4	0.9	0	0.2	0.2	0.3	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1127	2641	3768	133	621	754	305	2133	2438	45
										722
										767

ACTIVE PROPENSITY
Q415 - HIGHEST GRADE OR YEAR OF SCHOOL OR COLLEGE YOU WOULD EVENTUALLY LIKE TO COMPLETE?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES--																
8TH GRADE	0.0	0.2	0.1	1.0	0.6	0.6	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0.1
9TH GRADE	0.1	0.3	0.2	0	0.2	0.2	0.1	0.2	0.2	0	0.1	0.2	0	0.1	0.1	0.1
10TH GRADE	0.3	0.3	0.3	0	0.6	0.5	0	0.2	0.2	0	0.4	0.2	0	0.4	0.4	0.4
11TH GRADE	0.3	0.3	0.3	0.8	0.9	0.9	0.3	0.5	0.4	1.9	0.6	0.6	0.6	0.6	0.6	0.6
12TH/HS GRADUATE	14.8	10.6	11.9	8.3	17.2	15.7	12.8	8.6	9.2	8.1	15.5	15.1	8.1	15.5	15.1	15.1
13TH	1.8	2.6	2.4	7.4	6.7	6.8	2.4	3.6	3.4	4.3	7.1	6.9	4.3	7.1	6.9	6.9
14TH	18.6	17.2	17.6	33.1	28.1	28.9	16.9	18.2	18.0	31.8	25.0	25.3	31.8	25.0	25.3	25.3
15TH	1.4	1.7	1.6	3.4	1.4	1.7	0.9	1.0	1.0	3.4	1.5	1.8	3.4	1.5	1.8	1.8
16TH/COLLEGE GRAD	45.8	42.3	43.4	28.4	30.2	29.9	44.7	45.6	45.5	35.5	33.4	33.5	35.5	33.4	33.5	33.5
17TH, GRAD SCHOOL	2.1	3.2	2.9	0.9	0.7	0.8	2.6	2.7	2.7	0	1.4	1.3	0	1.4	1.3	1.3
18TH, GRAD SCHOOL	4.9	6.7	6.1	4.8	2.1	2.5	6.3	6.6	6.5	4.8	2.0	2.1	4.8	2.0	2.1	2.1
19TH, GRAD SCHOOL	1.4	2.9	2.4	1.2	0.5	0.6	1.7	1.9	1.9	0	0.2	0.2	0	0.2	0.2	0.2
20TH	3.7	6.3	5.4	2.1	2.6	2.5	6.1	5.5	5.6	3.9	1.9	2.0	3.9	1.9	2.0	2.0
DON'T KNOW	4.9	5.4	5.2	8.5	8.2	8.2	5.2	5.3	5.3	3.3	10.1	9.8	3.3	10.1	9.8	9.8
REFUSED	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0	0.7	0.7	0	0.7	0.7	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078	53	1025	1078	1078

ACTIVE PROPENSITY
Q416 - ARE YOU CURRENTLY EMPLOYED, EITHER FULL TIME OR PART TIME?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	54.5	63.8	60.8	87.3	88.3	88.2	43.4	57.9	55.7	63.0	65.0	64.9
NO	45.5	36.2	39.2	12.7	11.7	11.8	56.6	42.1	44.3	37.0	35.0	35.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
Q417 - ARE YOU LOOKING FOR WORK NOW?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	62.8	44.1	51.1		87.9	70.6	73.6		57.1	46.3	48.4		59.2	26.1	27.8	
NO	37.2	55.9	48.9		12.1	29.4	26.4		42.9	53.7	51.6		40.8	73.9	72.2	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	889	1346	2235		23	108	131		249	1272	1521		17	348	365	

--RESPONSES--

ACTIVE PROPENSITY
Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	75.4	76.6	76.1	93.5	92.1	92.4	55.1	67.9	65.4	94.7	89.7	90.0
NO	24.6	23.4	23.9	6.5	7.9	7.6	44.9	32.1	34.6	5.3	10.3	10.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	889	1346	2235	23	108	131	249	1272	1521	17	348	365

--RESPONSES--

ACTIVE PROPENSITY
Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
A NEW JOB	24.4	19.2	20.7	26.6	18.8	20.0	28.9	19.6	20.7	42.9	22.4	23.4
A SECOND JOB	9.2	6.9	7.6	5.6	5.0	5.1	11.8	6.8	7.3	3.5	4.8	4.7
ANOTHER WAY	6.7	6.3	6.4	15.8	10.2	11.1	9.2	6.5	6.8	2.7	5.7	5.6
NOT LOOKING	59.7	67.6	65.3	52.1	66.0	63.8	50.1	67.1	65.1	50.9	67.0	66.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	985	2423	3408	149	824	973	227	1700	1927	36	677	713

ACTIVE PROPENSITY
Q422B - DURING LAST YEAR, HOW MANY WEEKS WERE YOU EMPLOYED 10+ HOURS?

		-----MARKET-----																			
		-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
--RESPONSES--																					
0-10 WEEKS		31.9	23.6	26.2	11.7	6.0	6.9	33.2	27.6	28.4	21.3	24.1	24.0								
11-20 WEEKS		21.1	20.5	20.7	7.5	3.7	4.3	23.3	20.4	20.8	9.8	8.6	8.6								
21-30 WEEKS		11.2	8.0	9.0	7.5	5.6	5.9	7.6	9.5	9.2	10.9	7.4	7.6								
31-40 WEEKS		9.0	8.0	8.3	6.8	7.4	7.3	8.0	7.6	7.7	4.5	7.5	7.3								
41-52 WEEKS		25.4	38.3	34.2	62.9	76.6	74.4	26.7	33.8	32.9	51.1	51.8	51.8								
DON'T KNOW		1.3	1.5	1.4	2.5	0.9	1.1	1.3	1.1	1.1	2.3	0.6	0.7								
REFUSED		0.1	0.0	0.1	1.0	0	0.2	0	0	0	0	0	0								
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
--COUNT--		1650	3455	5105	170	922	1092	385	2547	2932	52	985	1037								

ACTIVE PROPENSITY
Q424A - HOW MANY HOURS DO/DID YOU USUALLY WORK PER WEEK AT MAIN/LAST JOB?

-----MARKET-----																
-----YOUNG MALES-----							-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
1-34 HOURS	61.3	50.9	54.2	16.7	9.3	10.6	62.8	58.7	59.3	28.8	27.8	27.8	27.8	27.8	27.8	27.8
35-44 HOURS	20.6	32.0	30.2	53.4	47.5	48.4	29.9	34.7	34.1	66.0	61.6	61.7	61.7	61.6	61.7	61.7
OVER 44 HOURS	11.4	10.5	14.9	29.5	42.8	40.7	5.5	5.8	5.8	5.2	10.1	9.8	9.8	10.1	9.8	9.8
DON'T KNOW	0.6	0.6	0.6	0.4	0.2	0.2	1.9	0.7	0.9	0	0.5	0.5	0.5	0.5	0.5	0.5
REFUSED	0.1	0.1	0.1	0	0.1	0.1	0	0.0	0.0	0	0.1	0.1	0.1	0.1	0.1	0.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1650	3455	5105	170	922	1092	385	2547	2932	52	985	1037	1037	985	1037	1037

ACTIVE PROPENSITY
Q424BTIME - NUMBER OF MONTHS SINCE YOU LAST WORKED FOR PAY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	TOTAL (PCT)
--RESPONSES--																
UP TO 1 MONTH	23.9	30.0	27.7	16.4	18.2	17.9	30.3	20.3	21.9	11.4	6.7	7.0				
ONE MONTH	27.4	27.5	27.4	9.1	16.7	15.4	24.6	23.1	23.3	0	7.7	7.3				
2 MONTHS	16.8	16.0	16.3	11.4	10.0	10.2	14.5	13.3	13.5	0	5.6	5.3				
3 MONTHS	8.8	5.5	6.7	0	7.1	5.9	3.2	7.2	6.5	16.3	5.1	5.7				
4 TO 6 MONTHS	6.0	5.4	5.6	25.2	13.8	15.8	6.2	10.1	9.5	20.0	10.5	11.0				
7 TO 12 MONTHS	7.9	5.6	6.5	23.6	14.7	16.2	4.7	7.7	7.2	22.3	17.4	17.7				
13 TO 18 MONTHS	4.3	6.5	5.7	9.3	7.2	7.6	6.9	8.7	8.4	21.6	10.9	11.5				
19 TO 24 MONTHS	1.0	1.0	1.0	5.0	0	0.9	0.8	1.8	1.7	0	4.4	4.2				
25 MONTHS OR MORE	4.1	2.5	3.1	0	12.3	10.2	8.9	7.8	8.0	8.4	31.7	30.5				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	643	990	1633	20	94	114	155	828	983	15	299	314				

ACTIVE PROPENSITY
Q430 - TYPE OF EMPLOYER IN YOUR MAIN OR LAST JOB

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
PRIVATE COMPANY	82.3	86.6	85.2		85.6	84.0	84.3		74.1	85.9	84.3		73.2	85.7	85.1				
GOVERNMENT	7.6	5.6	6.3		7.4	6.9	6.9		14.3	9.0	9.7		13.8	10.0	10.2				
SELF EMPLOYED	5.4	5.1	5.2		6.0	8.1	7.8		7.3	3.6	4.1		13.0	3.7	4.1				
NO PAY/FAMILY	4.5	2.6	3.2		1.0	0.8	0.9		4.3	1.5	1.9		0	0.5	0.5				
REFUSED	0.2	0.0	0.1		0	0.1	0.1		0	0.0	0.0		0	0.1	0.1				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1650	3455	5105		170	922	1092		385	2547	2932		52	985	1037				

ACTIVE PROPENSITY

Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
EXTREMELY SATISFIED	25.1	30.8	29.0		30.3	30.6	30.5		31.0	30.3	30.4		19.6	29.0	28.6	
SOMEWHAT SATISFIED	51.1	47.8	48.9		44.0	50.1	49.1		44.0	47.5	47.0		41.5	44.1	43.9	
NEITHER	10.3	10.7	10.6		6.9	7.3	7.2		11.1	8.4	8.7		10.7	10.4	10.4	
SOMEWHAT DISSATISFIED	9.2	7.7	8.2		15.8	9.2	10.3		8.2	9.7	9.5		18.1	8.8	9.2	
EXTREMELY DISSATISFIED	4.0	3.0	3.3		3.1	2.4	2.5		5.7	3.9	4.2		10.0	7.6	7.7	
DON'T KNOW	0.2	0.1	0.1		0	0.3	0.3		0	0.2	0.1		0	0.1	0.1	
REFUSED	0.2	0	0.1		0	0.1	0.1		0	0.0	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1050	3455	5105		170	922	1092		385	2547	2932		52	985	1037	

ACTIVE PROPENSITY
Q434WAGE - EXPECTED MONTHLY RATE OF PAY FOR A DIFFERENT FULL-TIME JOB

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
UP TO \$500	2.2	2.0	2.1	0.4	1.3	1.2	5.6	2.0	2.5	0	1.3	1.2
\$501-\$600	17.8	12.0	13.9	3.2	2.3	2.4	30.4	22.4	23.6	5.4	8.7	8.6
\$601-\$700	20.5	14.3	16.3	2.4	1.5	1.7	20.2	19.7	19.8	8.5	10.2	10.2
\$701-\$800	8.3	6.7	7.2	0	1.9	1.6	8.4	7.9	8.0	6.2	5.1	5.2
\$801-\$900	18.5	18.6	18.6	11.2	6.7	7.5	12.7	17.7	16.9	18.4	13.8	14.0
\$901-\$1100	10.9	13.2	12.5	12.9	8.5	9.2	10.4	12.1	11.8	13.6	14.7	14.6
\$1101-\$1300	6.9	9.3	8.5	13.0	10.2	10.7	4.7	7.6	7.1	23.8	14.5	15.0
\$1301-\$1500	5.2	7.1	6.5	12.8	12.6	12.6	2.8	5.0	4.6	7.5	10.9	10.8
\$1501-\$1700	4.1	8.9	7.4	18.1	19.8	19.5	3.7	3.7	3.7	7.1	8.6	8.5
\$1701-\$1900	1.9	1.3	1.5	7.2	4.8	5.2	0	0.4	0.3	0	2.1	2.0
MORE THAN \$1900	3.9	6.5	5.6	18.7	30.3	28.4	1.2	1.6	1.6	9.5	10.0	10.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1803	3636	5439	168	886	1054	454	2817	3271	49	969	1018

ACTIVE PROPENSITY
Q436 HOW DIFFICULT IT IS FOR SOMEONE YOUR AGE TO GET A FULL-TIME JOB IN YOUR COMMUNITY?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
ALMOST IMPOSSIBLE	12.2	8.6	9.8		14.3	7.4	8.5		14.3	8.9	9.7		12.3	7.2	7.4				
VERY DIFFICULT	23.9	18.0	19.9		19.4	17.4	17.7		30.1	21.7	22.9		24.9	20.0	20.2				
DIFFICULT	40.8	43.4	42.5		35.1	36.6	36.3		34.6	43.7	42.3		36.1	39.7	39.5				
NOT DIFFICULT	22.3	29.0	26.8		30.4	37.2	36.1		20.4	24.3	23.7		26.8	31.7	31.4				
DON'T KNOW	0.9	1.0	1.0		0.8	1.5	1.4		0.6	1.5	1.3		0	1.5	1.4				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078				

--RESPONSES--

ACTIVE PROPENSITY

Q437 - HOW DIFFICULT IS IT FOR SOMEONE YOUR AGE TO GET A PART-TIME JOB IN YOUR COMMUNITY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
ALMOST IMPOSSIBLE	3.4	1.8	2.3		6.5	2.3	3.0		3.8	2.4	2.6		6.7	2.7	2.8	
VERY DIFFICULT	7.7	5.5	6.2		6.8	6.1	6.2		9.2	5.6	6.1		11.1	6.2	6.4	
DIFFICULT	27.6	21.8	23.7		30.6	20.9	22.5		33.3	24.6	25.9		13.4	25.1	24.6	
NOT DIFFICULT	60.5	70.2	67.1		54.3	68.7	66.4		51.7	66.5	64.3		68.8	64.3	64.5	
DON'T KNOW	0.9	0.7	0.7		1.3	2.0	1.9		2.0	1.0	1.2		0	1.8	1.7	
REFUSED	0	0.0	0.0		0.5	0	0.1		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

Q438 - WHAT DO YOU THINK YOU MIGHT BE DOING IN THE NEXT FEW YEARS?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ATTENDING SCHOOL	70.4	74.5	73.1		38.4	36.3	36.6		76.3	76.3	76.3		60.0	38.1	39.1	
WORKING	56.5	70.6	66.0		88.9	89.0	89.0		61.7	70.3	69.0		82.3	72.2	72.7	
DOING NOTHING	0.8	0.3	0.4		0	1.2	1.0		0.7	1.1	1.0		5.0	2.2	2.3	
OTHER	7.9	8.7	8.4		14.6	10.0	10.7		8.0	12.9	12.2		14.2	34.6	33.7	
JOINING MILITARY	25.8	1.2	9.2		7.8	0.5	1.7		11.7	0.3	2.0		10.7	0	0.5	

---TOTAL--- Question allowed for as many as 5 responses-----

---COUNT--- 1874 3768 5842 172 931 1103 476 2972 3448 53 1025 1078

Q440 -(IF Q438=JOIN) WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
AIR FORCE	35.1	14.5	33.3	47.5	18.9	40.1	43.8	49.2	44.4	47.6	47.6	47.6
ARMY	26.3	58.9	29.2	10.3	83.1	27.9	25.2	39.5	26.9	0	0	0
COAST GUARD	1.3	6.5	1.7	0	0	0	1.6	11.3	2.7	0	0	0
MARINE CORPS	17.0	11.0	16.5	9.4	0	7.1	8.4	0	7.4	20.7	20.7	20.7
NAVY	18.5	5.6	17.4	32.9	0	24.9	17.9	0	15.8	31.7	31.7	31.7
DON'T KNOW	1.8	3.5	1.9	0	0	0	3.1	0	2.7	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	475	35	510	16	4	20	71	8	79	5	5	5

-----MARKET-----

43

ACTIVE PROPENSITY
Q442 - WHICH BRANCH WOULD BE YOUR SECOND CHOICE?

--RESPONSES--	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS		NEG		POS		NEG		POS		NEG		POS		NEG	
	PROP	TOTAL	PROP	TOTAL	PROP	TOTAL	PROP	TOTAL	PROP	TOTAL	PROP	TOTAL	PROP	TOTAL	PROP	TOTAL
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
AIR FORCE	22.3	28.5	22.9	0	0	0	19.5	10.9	18.5	20.7	20.7	20.7	0	0	0	0
ARMY	24.2	16.3	23.5	43.7	16.9	37.3	23.4	11.6	21.9	46.0	46.0	46.0	0	0	0	0
COAST GUARD	3.2	2.1	3.1	0	0	0	1.1	0	0.9	0	0	0	0	0	0	0
MARINE CORPS	14.7	23.1	15.4	16.5	44.2	23.2	14.9	0	13.1	0	0	0	0	0	0	0
NAVY	23.1	7.0	21.7	33.9	0	25.7	16.1	51.6	20.4	0	0	0	0	0	0	0
NONE	11.9	5.5	11.4	5.8	38.9	13.8	23.9	25.9	24.1	33.4	33.4	33.4	0	0	0	0
DON'T KNOW	0.6	17.5	2.0	0	0	0	1.2	0	1.0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	467	33	500	16	4	20	69	8	77	5	5	5	5	5	5	5

ACTIVE PROPENSITY
Q443 - WHAT TYPE OF SERVICE WOULD YOUR SECOND CHOICE BE?

-----MARKET-----												
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES----
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)
												TOTAL (PCT)
76.5	38.3	73.6		66.9	0	55.4		50.9	15.3	46.5		31.0
14.4	48.0	16.9		0	100.0	17.2		36.4	49.7	38.0		21.4
6.0	11.0	6.3		19.9	0	16.5		12.7	15.7	13.1		47.6
3.2	2.7	3.1		13.2	0	10.9		0	19.3	2.4		0
100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0
406	29	434		15	3	18		51	6	57		3

--RESPONSES--

ACTIVE DUTY

RESERVES

NATIONAL GUARD

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q501 - HOW LIKELY ARE YOU TO WORK AS A WAITRESS/LABORER?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	6.8	6.0	6.3	10.9	9.0	9.3	3.7	3.1	3.2	1.3	2.1	2.0
PROBABLY	30.6	19.4	23.1	41.3	21.2	24.4	21.0	13.4	14.6	14.4	10.6	10.8
PROBABLY NOT	36.2	35.6	35.7	24.4	30.9	29.8	34.2	27.6	28.5	13.5	20.5	20.1
DEFINITELY NOT	26.4	39.0	34.9	23.5	38.8	36.3	41.1	55.9	53.7	70.8	66.8	67.0
DON'T KNOW	0.0	0.1	0.1	0	0.1	0.1	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

Q502 - HOW LIKELY ARE YOU TO WORK AT A DESK IN A BUSINESS OFFICE?
ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	6.1	4.9	5.3		3.0	7.1	6.5		8.9	12.6	12.0		19.0	18.9	18.9	
PROBABLY	27.6	27.7	27.7		31.5	22.5	23.9		55.9	47.0	48.3		57.3	42.4	43.1	
PROBABLY NOT	40.2	39.0	39.4		33.9	33.8	33.8		25.0	28.5	27.9		12.3	23.7	23.2	
DEFINITELY NOT	25.7	28.0	27.2		31.5	36.2	35.5		10.0	11.9	11.6		11.4	14.9	14.8	
DON'T KNOW	0.3	0.4	0.4		0	0.3	0.3		0.2	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
Q503 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	TOTAL (PCT)
DEFINITELY	18.8	0.3	6.3	5.0	0.2	1.0	8.8	0.1	1.3	10.0	0.1	0.1	0.1	0.6		
PROBABLY	54.8	3.8	20.3	47.9	1.4	8.9	51.4	1.7	9.1	48.5	0.7	3.0				
PROBABLY NOT	17.7	34.7	29.2	28.4	25.7	26.2	26.8	17.7	19.1	21.8	14.2	14.6				
DEFINITELY NOT	8.1	61.0	43.9	18.0	72.4	63.7	13.2	80.5	70.4	19.7	84.9	81.9				
DON'T KNOW	0.6	0.3	0.4	0.8	0.2	0.3	0	0.0	0.0	0	0	0				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078				

ACTIVE PROPENSITY
Q504 - HOW LIKELY ARE YOU TO WORK AS A SALESPERSON?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	3.4	4.4	4.1		5.1	4.4	4.5		7.1	5.2	5.5		9.7	3.5	3.8	
PROBABLY	25.6	24.8	25.1		30.8	21.8	23.2		39.6	39.2	39.2		36.9	31.0	31.2	
PROBABLY NOT	36.8	34.7	35.4		25.0	28.7	28.1		25.9	27.1	26.9		20.2	22.8	22.7	
DEFINITELY NOT	34.1	35.8	35.3		38.1	44.9	43.8		27.0	28.5	28.3		33.3	42.7	42.3	
DON'T KNOW	0.1	0.3	0.2		1.0	0.2	0.3		0.3	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
Q505 - HOW LIKELY ARE YOU TO SERVE IN THE NATIONAL GUARD?

	-----MARKET-----						-----OLDER FEMALES-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----			-----OLDER FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	2.0	0.1	0.7	1.9	0.1	0.4	2.7	0	0.4	5.0	0	0.2	0	0	0.2	0	0	0.2
PROBABLY	31.3	3.6	12.6	40.0	2.7	8.7	23.7	1.0	4.4	29.2	0.8	1.9	0.8	0.8	1.9	0.8	0.8	1.9
PROBABLY NOT	36.8	34.1	34.9	28.6	27.1	27.3	40.1	16.1	19.7	20.6	13.8	14.1	13.8	13.8	14.1	13.8	13.8	14.1
DEFINITELY NOT	29.7	62.0	51.5	29.5	70.1	63.5	33.5	82.9	75.5	45.2	85.6	83.7	45.2	85.6	83.7	45.2	85.6	83.7
DON'T KNOW	0.1	0.3	0.2	0	0.1	0.1	0	0.1	0.0	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078	53	1025	1078	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
Q506 - (IF Q505=DEFINITELY OR PROBABLY) SPECIFY BRANCH OF THE NATIONAL GUARD

		-----MARKET-----													
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
--RESPONSES--		POS	NEG	TOTAL	POS	NEG	TOTAL	POS	NEG	POS	NEG	TOTAL	POS	NEG	TOTAL
		PROP	PROP	(PCT)	PROP	PROP	(PCT)	PROP	PROP	PROP	PROP	(PCT)	PROP	PROP	(PCT)
AIR NATIONAL GUARD		44.6	26.8	41.2	37.9	29.0	35.6	39.5	29.6	37.8	30.0	0	22.4		
ARMY NATIONAL GUARD		52.6	71.7	56.2	59.9	67.1	61.7	60.5	67.0	61.6	65.2	100.0	74.0		
DON'T KNOW		2.9	1.5	2.6	2.2	3.9	2.6	0	3.4	0.6	4.9	0	3.6		
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--		616	144	760	73	25	98	138	34	172	18	7	25		

ACTIVE PROPENSITY
Q507 - HOW LIKELY ARE YOU TO SERVE IN THE RESERVES?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	5.1	0.3	1.8		3.3	0	0.5		4.1	0.0	0.7		1.1	0	0.1	
PROBABLY	36.8	4.4	14.9		47.2	2.9	10.0		34.6	1.6	6.5		56.3	0.6	3.2	
PROBABLY NOT	35.9	37.0	36.6		24.6	27.8	27.3		37.1	17.8	20.7		20.2	15.4	15.6	
DEFINITELY NOT	21.9	58.3	46.5		24.0	69.2	62.0		24.1	80.4	72.0		22.3	83.9	81.0	
DON'T KNOW	0.3	0.1	0.2		0.9	0.1	0.3		0	0.1	0.1		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
Q508 - (IF Q507=DEFINITELY OR PROBABLY)--SPECIFY BRANCH OF RESERVES

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE RESERVE	31.9	25.3	30.7	35.0	43.5	37.0	36.1	21.8	33.4	40.1	38.8	39.9
ARMY RESERVE	35.6	44.8	37.3	37.0	32.5	36.0	41.2	36.7	40.4	37.7	61.2	41.7
C.O. RESERVE	3.4	10.6	4.8	0	5.6	1.3	2.4	9.5	3.7	0	0	0
MARINE RESERVE	13.9	8.1	12.8	11.3	11.0	11.2	9.7	19.6	11.8	3.4	0	2.8
NAVAL RESERVE	14.0	9.6	13.2	11.7	7.4	10.0	9.7	10.3	9.8	13.2	0	11.0
DON'T KNOW	1.2	1.6	1.3	5.0	0	3.9	0.9	2.0	1.1	5.5	0	4.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	773	180	953	94	27	121	207	45	252	30	8	38

ACTIVE PROPENSITY
Q509 -HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE COAST GUARD?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
DEFINITELY	1.5	0.2	0.6		4.9	0	0.8		1.7	0.1	0.3		4.8	0	0.2	
PROBABLY	17.1	1.8	6.8		25.7	0.8	4.8		14.5	0.3	2.5		15.4	0.1	0.8	
PROBABLY NOT	43.7	33.9	37.0		35.3	25.8	27.4		46.6	16.2	20.8		25.1	13.3	13.9	
DEFINITELY NOT	37.5	63.9	55.3		34.1	73.3	67.0		37.2	83.2	76.3		54.9	86.3	84.9	
DON'T KNOW	0.2	0.2	0.2		0	0.1	0.1		0	0.1	0.1		0	0.2	0.2	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q510 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	TOTAL (PCT)
DEFINITELY	7.7	0	2.6	2.5	0	0.4	5.1	0	0.8	7.7	0	0.4	0	0.4	0	0.4
PROBABLY	40.0	0	13.0	49.7	0	8.0	40.7	0	8.1	39.7	0	1.9	0	1.9	0	1.9
PROBABLY NOT	29.0	34.2	32.5	22.0	20.2	25.0	31.4	16.2	18.5	14.1	14.0	14.0	14.0	14.0	14.0	14.0
DEFINITELY NOT	23.1	65.0	51.9	25.1	73.0	65.8	22.8	83.7	74.0	38.5	83.7	83.7	83.7	83.7	83.7	83.7
DON'T KNOW	0.1	0.2	0.2	0	0.2	0.2	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5042	172	931	1103	470	2972	3448	53	1025	1078	1078	1078	1078	1078

--RESPONSES--

ACTIVE PROPENSITY
Q611 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	11.0	0	3.6		6.5	0	1.0		6.9	0	1.0		4.4	0	0.2	
PROBABLY	45.1	0	14.6		49.0	0	7.9		50.4	0	7.5		65.7	0	3.1	
PROBABLY NOT	24.7	36.6	32.7		23.1	25.8	25.4		24.9	18.6	19.6		14.2	14.5	14.5	
DEFINITELY NOT	18.8	63.2	48.8		21.4	74.0	65.0		17.9	81.3	71.8		15.7	85.5	82.2	
DON'T KNOW	0.4	0.2	0.3		0	0.1	0.1		0	0.1	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?

-----MARKET-----																

ACTIVE PROPENSITY
Q513 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	5.1	0	1.7		3.6	0	0.6		2.8	0	0.4		8.2	0	0.4	
PROBABLY	32.9	0	10.7		37.9	0	6.1		32.8	0	4.9		36.8	0	1.7	
PROBABLY NOT	32.0	33.4	33.0		26.6	25.6	25.7		32.8	16.5	19.0		11.7	13.1	13.0	
DEFINITELY NOT	29.9	66.4	54.5		31.8	74.3	67.5		31.4	83.4	75.6		43.4	86.9	84.8	
DON'T KNOW	0.1	0.2	0.2		0	0.1	0.1		0.1	0.1	0.1		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
Q514 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	40.9	52.1	48.5	20.4	14.2	15.2	51.8	55.8	55.2	21.9	15.1	15.4
PROBABLY	36.0	25.0	28.6	40.1	34.5	35.4	33.1	25.8	26.9	59.4	42.3	43.1
PROBABLY NOT	16.7	13.1	14.2	25.5	30.8	29.9	11.2	11.2	11.2	18.7	27.6	27.2
DEFINITELY NOT	5.9	9.0	8.0	12.6	19.6	18.5	3.8	7.2	6.7	0	15.0	14.3
DON'T KNOW	0.6	0.7	0.7	1.3	0.8	0.9	0.2	0.0	0.0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
Q616 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?

	-----MARKET-----						-----OLDER FEMALES-----						-----YOUNG FEMALES-----						-----OLDER MALES-----						-----YOUNG MALES-----						
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																															
DEFINITELY	15.5	12.4	13.4	21.1	11.3	12.9	15.2	11.5	12.0	21.9	7.8	8.5																			
PROBABLY	42.4	31.5	35.0	48.9	37.3	39.2	34.4	28.1	29.0	38.8	35.1	35.3																			
PROBABLY NOT	28.2	34.3	32.3	18.9	31.8	29.7	35.3	33.9	34.1	26.4	36.0	35.5																			
DEFINITELY NOT	13.6	20.8	18.5	9.8	19.1	17.6	14.5	26.0	24.3	13.0	20.7	20.3																			
DON'T KNOW	0.3	1.0	0.8	1.3	0.6	0.6	0.6	0.6	0.6	0	0.5	0.5																			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																			
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078																			

ACTIVE PROPENSITY
Q516 - HOW LIKELY ARE YOU TO BE A FULL-TIME HOMEMAKER?

	-----MARKET-----					
	-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---						
DEFINITELY	3.4	5.4	5.1	13.2	18.1	17.9
PROBABLY	23.1	17.8	18.6	24.9	26.3	26.3
PROBABLY NOT	40.1	37.2	37.6	31.3	27.6	27.8
DEFINITELY NOT	33.2	39.4	38.4	30.7	27.4	27.6
DON'T KNOW	0.1	0.3	0.3	0	0.5	0.5
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCT. 88/AFTER HIGH SCHOOL?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
SCHOOL - FULL-TIME	37.5	53.1	48.1	8.3	11.5	10.9	47.7	48.8	24.5	9.3	10.0
SCHOOL - PART-TIME	10.6	9.3	9.7	13.9	7.0	8.1	15.5	14.1	9.4	9.5	9.5
WORK - FULL-TIME	25.3	30.9	29.1	60.9	76.0	73.6	18.4	26.1	47.0	50.4	50.2
WORK - PART-TIME	2.5	3.7	3.3	3.8	2.2	2.4	4.8	5.3	11.0	7.9	8.1
MILITARY SERVICE	20.2	0.4	6.8	5.4	0	0.9	10.7	0.1	5.8	0	0.3
HOMEMAKER	0.1	0.0	0.0	0	0	0	0.5	3.5	0	17.2	16.4
OTHER	2.2	1.3	1.6	3.8	2.0	2.3	1.4	1.4	2.3	1.8	1.8
DON'T KNOW	1.7	1.2	1.4	3.9	1.4	1.8	1.1	0.7	0	4.0	3.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	53	1025	1078

ACTIVE PROPENSITY
Q518 - IN ADDITION TO SCHOOL/WORKING PART-TIME, WHAT ARE
YOU MOST LIKELY TO BE DOING?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
SCHOOL - FULL-TIME	6.2	14.8	12.0		0	4.8	3.5		26.4	8.0	10.8		0	1.3	1.2	
SCHOOL - PART-TIME	8.9	9.9	9.6		14.4	8.4	10.0		7.8	11.2	10.6		24.1	13.4	14.0	
WORK - FULL-TIME	33.7	28.3	30.1		39.1	51.9	48.5		10.6	17.1	16.1		0	24.5	23.1	
WORK - PART-TIME	39.7	39.5	39.6		25.8	29.5	28.5		39.6	44.5	43.8		30.5	17.8	18.5	
MILITARY SERVICE	7.8	0	2.5		16.0	0	4.3		4.9	0	0.8		0	0	0	
HOMEMAKER	0	0	0		0	0	0		3.9	12.1	10.8		45.4	30.0	30.9	
OTHER	3.8	7.3	6.2		4.7	5.4	5.2		5.8	7.2	7.0		0	13.0	12.3	
REFUSED	0	0	0		0	0	0		0.9	0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	251	485	736		28	87	115		83	514	597		10	194	204	

Q520 - (IF SAID "DEFINITELY" OR "PROBABLY" JOIN FOR MORE THAN ONE ACTIVE BRANCH)
 WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

ACTIVE PROPENSITY

-----MARKET-----

	YOUNG MALES (PERCENT)	OLDER MALES (PERCENT)	YOUNG FEMALES (PERCENT)	OLDER FEMALES (PERCENT)
--RESPONSES--				
AIR FORCE	34.6	40.0	47.2	41.2
ARMY	27.0	27.7	27.4	27.8
MARINES	17.7	14.2	9.0	14.0
NAVY	18.7	16.4	14.9	17.0
DON'T KNOW	2.0	1.7	1.5	0
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	972	91	211	22

Q521 - (IF SAID "DEFINITELY" OR "PROBABLY" JOIN FOR MORE THAN ONE ACTIVE BRANCH)
 IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

ACTIVE PROPENSITY

-----MARKET-----

	YOUNG MALES (PERCENT)	OLDER MALES (PERCENT)	YOUNG FEMALES (PERCENT)	OLDER FEMALES (PERCENT)
--RESPONSES--				
WITHIN 6 MONTHS	6.6	5.9	6.1	13.3
6 MONTHS TO YEAR	18.5	16.5	12.8	9.8
1-2 YEARS	26.4	31.2	24.5	30.6
> 2 YEARS	48.2	45.3	56.6	46.2
REFUSED	0.3	1.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	1874	172	476	53

ACTIVE PROPENSITY
Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE
IN THE MILITARY IN THE NEXT FEW YEARS?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
LOWEST(0)	3.1	40.7	28.5	8.2	58.4	50.3	9.1	65.2	56.8	9.8	76.4	73.2
1	1.8	11.8	8.6	4.6	11.0	9.9	1.0	10.2	8.8	7.3	8.8	8.8
2	2.5	12.0	8.9	5.6	9.6	8.9	6.5	7.4	7.3	2.3	4.6	4.5
3	6.4	13.1	10.9	5.7	8.8	8.3	4.8	7.2	6.9	4.7	4.3	4.3
4	7.4	8.5	8.1	9.0	3.7	4.6	9.2	4.3	5.0	13.6	3.1	3.6
5	20.7	7.8	12.0	34.8	5.6	10.3	27.5	3.5	7.1	33.2	2.0	3.5
6	11.2	3.0	5.6	8.1	1.2	2.4	11.0	1.0	2.5	7.6	0.5	0.8
7	14.5	1.4	5.7	11.2	0.7	2.4	10.6	0.8	2.2	8.5	0.2	0.5
8	13.3	0.9	4.9	4.2	0.5	1.1	8.3	0.2	1.4	8.2	0	0.4
9	5.3	0.3	2.0	2.7	0.2	0.6	4.9	0.1	0.8	1.4	0.1	0.2
HIGHEST(10)	13.2	0.4	4.6	5.9	0.3	1.2	7.2	0.2	1.2	3.5	0.1	0.3
REFUSED	0.4	0	0.1	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5842	172	931	1103	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
Q525 - BEFORE TODAY HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
NEVER CONSIDERED	7.2	32.5	24.3	11.6	31.9	28.6	12.8	52.9	48.9	7.8	54.7	52.5
SOME THOUGHT	43.6	50.6	48.3	39.7	44.1	43.4	49.8	39.5	41.0	49.5	34.4	35.1
SERIOUS THOUGHT	49.2	16.9	27.3	48.8	24.0	28.0	37.4	7.7	12.1	42.9	10.9	12.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
Q554 - WHAT IS THE LIKELIHOOD YOU WILL JOIN MILITARY IN NEXT FEW YEARS
GIVEN STARTING PAY IS \$600 PER MONTH?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	18.9	0.5	6.5		7.4	0.3	1.5		10.9	0.2	1.8		10.6	0.2	0.7	
PROBABLY	51.9	5.3	20.4		46.8	2.8	9.8		59.9	3.3	11.8		67.0	3.0	6.0	
PROBABLY NOT	22.9	42.6	36.2		27.0	29.9	29.5		24.9	29.8	29.0		14.5	18.1	17.9	
DEFINITELY NOT	6.2	51.5	36.9		18.8	67.0	59.2		4.1	66.8	57.4		7.9	78.8	75.4	
REFUSED	0	0.0	0.0		0	0	0		0.2	0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
Q559 - DOES ANY SERVICE PAY FOR COLLEGE/VOCATIONAL TRAINING?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	66.3	62.9	64.0	58.7	61.9	61.4	51.5	51.6	51.6	54.9	48.0	48.3
NO	26.5	29.9	28.8	30.7	30.7	30.7	34.1	38.0	37.4	34.0	39.2	39.0
DON'T KNOW	7.2	7.2	7.2	10.6	7.4	7.9	14.4	10.4	11.0	11.1	12.8	12.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
Q580 - WHICH SERVICES PAY FOR COLLEGE/TRAINING?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)			POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--																			
AIR FORCE		50.2	49.3	49.8			60.4	59.7	59.8			39.9	42.1	41.8			51.8	48.9	49.0
ARMY		75.7	79.5	78.2			81.9	78.2	78.8			67.0	71.0	70.4			65.3	73.1	72.7
MARINE CORPS		37.7	41.8	40.4			50.4	49.4	49.5			25.6	34.2	32.9			33.3	41.4	40.9
NAVY		44.5	46.6	45.9			43.3	55.0	53.2			33.2	41.8	40.5			47.2	51.2	51.0
--TOTAL--		-----Question permitted as many as 4 responses-----																	
--COUNT--		1236	2347	3593			105	572	677			272	1563	1835			31	464	495

ACTIVE PROPENSITY
Q601 - WHICH SERVICE OFFERS THE LARGEST EDUCATIONAL BENEFITS?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	17.6	14.9	15.8	29.6	22.9	24.0	17.9	15.4	15.7	7.5	11.3	11.2
ARMY	18.6	20.9	20.1	11.0	12.4	12.2	15.2	17.2	16.9	5.8	19.5	18.9
MARINES	6.4	2.4	3.8	2.6	1.8	1.9	8.0	2.5	3.2	0	3.6	3.4
NAVY	8.2	5.5	6.4	5.2	4.9	4.9	5.2	3.3	3.6	10.6	3.7	4.0
SAME	39.7	42.6	41.6	41.5	44.7	44.2	44.2	48.7	48.1	59.2	39.0	40.0
DON'T KNOW	9.6	13.6	12.3	10.0	13.3	12.8	9.5	12.9	12.5	16.9	22.8	22.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	664	1278	1942	64	364	428	126	682	808	14	242	256

ACTIVE PROPENSITY
Q563 - WHEN ARE EDUCATIONAL BENEFITS RECEIVED?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
DURING SERVICE	24.2	14.7	17.9		12.4	17.9	17.0		28.3	23.2	24.0		35.5	23.4	24.1	
AFTER SERVICE	12.3	13.0	12.8		11.9	12.5	12.4		5.5	11.0	10.1		18.5	11.5	11.8	
BOTH	58.5	66.1	63.5		68.7	66.0	66.4		62.5	61.3	61.5		45.9	60.9	60.1	
DON'T KNOW	5.0	6.1	5.8		7.0	3.6	4.1		3.7	4.5	4.4		0	4.3	4.0	
REFUSED	0	0.1	0.0		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1160	2146	3306		97	522	619		245	1345	1590		28	415	443	

ACTIVE PROPENSITY
Q801 - FOR WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING THAT ENCOURAGES PEOPLE TO ENLIST?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
AIR FORCE	56.9	56.1	56.4		53.6	52.4	52.6		45.1	49.8	49.1		56.9	48.6	47.1	
ARMY	72.2	72.8	72.6		64.2	70.3	69.3		67.2	70.8	70.3		71.5	67.0	67.2	
COAST GUARD	18.8	21.5	20.6		18.8	17.7	17.6		14.9	12.8	13.1		16.0	15.1	15.2	
MARINES	52.3	56.5	55.1		51.4	53.1	52.8		44.2	48.7	48.0		37.5	48.1	47.6	
NAVY	43.9	49.8	47.9		42.4	44.3	44.0		40.8	44.9	44.3		32.4	45.1	44.5	
GUARD/RESERVES	18.9	22.4	21.3		22.5	21.5	21.6		15.8	17.6	17.4		14.7	22.8	22.4	
ONE AD FOR ALL	11.9	12.4	12.2		9.3	12.8	12.2		11.6	10.4	10.6		14.4	8.7	9.0	
---TOTAL---	-----Question permitted as many as 7 responses-----															
---COUNT---	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q802 - THE AIR FORCE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	21.7	23.0	22.6		22.4	24.8	24.4		33.1	23.4	24.8		16.4	21.1	20.9	
NO	21.3	20.5	20.8		24.0	22.6	22.8		21.4	26.5	25.8		26.7	31.3	31.1	
MENTIONED IN Q801	56.9	56.1	56.4		53.6	52.4	52.6		45.1	49.8	49.1		56.9	46.6	47.1	
MISSING	0.1	0.1	0.1		0	0	0		0	0.0	0.0		0	0.1	0.1	
DON'T KNOW	0.1	0.3	0.2		0	0.3	0.2		0.5	0.2	0.3		0	0.9	0.9	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q603 - THE ARMY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	15.9	15.8	15.8	20.0	16.7	17.2	21.4	15.0	16.0	10.5	15.1	14.9
NO	11.7	11.0	11.2	15.8	12.8	13.3	11.2	13.8	13.4	18.0	17.1	17.2
MENTIONED IN Q601	72.2	72.8	72.6	64.2	70.3	69.3	67.2	70.8	70.3	71.5	67.0	67.2
MISSING	0.1	0.1	0.1	0	0	0	0.1	0.0	0.0	0	0.1	0.1
DON'T KNOW	0.1	0.3	0.3	0	0.2	0.2	0.1	0.3	0.3	0	0.7	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q004 - THE COAST GUARD?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	20.8	17.9	18.8	27.4	19.5	20.8	19.1	16.6	17.0	17.8	16.4	16.5
NO	60.0	60.0	60.0	55.8	62.1	61.1	65.9	69.6	69.0	66.2	67.7	67.6
MENTIONED IN Q001	18.8	21.5	20.6	16.8	17.7	17.6	14.9	12.8	13.1	16.0	15.1	15.2
MISSING	0.2	0.0	0.1	0	0	0	0	0.1	0.1	0	0.1	0.1
DON'T KNOW	0.2	0.6	0.5	0	0.6	0.5	0.2	1.0	0.9	0	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q005 - THE MARINE CORPS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	22.8	21.4	21.9		22.9	22.5	22.6		21.7	21.5	21.5		17.2	20.7	20.6	
NO	24.6	21.6	22.6		25.6	23.9	24.1		33.2	29.4	30.0		45.3	30.5	31.2	
MENTIONED IN Q001	52.3	50.5	55.1		51.4	53.1	52.8		44.2	48.7	48.0		37.5	48.1	47.6	
MISSING	0.0	0.2	0.1		0	0.1	0.1		0	0.1	0.1		0	0.2	0.2	
DON'T KNOW	0.2	0.3	0.3		0	0.4	0.3		0.9	0.3	0.4		0	0.5	0.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q606 - THE NAVY?

		-----MARKET-----															
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																	
YES		25.2	19.8	21.6	21.8	23.0	22.8	26.5	20.2	21.1	13.6	18.5	18.3			18.3	
NO		30.9	29.9	30.2	35.8	32.3	32.9	32.5	34.5	34.2	54.0	35.7	36.6			36.6	
MENTIONED IN Q601		43.9	49.8	47.9	42.4	44.3	44.0	40.8	44.9	44.3	32.4	45.1	44.5			44.5	
MISSING		0	0.1	0.1	0	0	0	0	0	0	0	0	0		0	0	
DON'T KNOW		0.0	0.3	0.2	0	0.4	0.3	0.2	0.4	0.4	0	0.7	0.6		0.7	0.6	
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	
--COUNT--		1874	3768	5642	172	931	1103	478	2972	3448	53	1025	1078		1025	1078	

ACTIVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q607 - THE NATIONAL GUARD/RESERVES?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	33.1	34.2	33.9	36.0	35.1	35.2	29.0	27.4	27.6	24.8	25.2	25.2
NO	47.1	42.5	44.0	40.4	42.7	42.3	54.7	54.2	54.3	60.5	51.2	51.6
MENTIONED IN Q601	18.9	22.4	21.3	22.5	21.5	21.6	15.8	17.6	17.4	14.7	22.8	22.4
MISSING	0	0.1	0.0	0	0	0	0	0	0	0	0	0
DON'T KNOW	0.9	0.8	0.8	1.1	0.8	0.8	0.5	0.8	0.7	0	0.8	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	478	2972	3448	53	1025	1078

ACTIVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q608 - ONE AD FOR ALL THE SERVICES?

-----MARKET-----																							
-----YOUNG MALES-----						-----OLDER MALES-----						-----YOUNG FEMALES-----						-----OLDER FEMALES-----					
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	
--RESPONSES--																							
YES		38.2	37.9	38.0	36.5	33.7	34.2	26.1	29.8	29.3	28.7	25.7	25.8										
NO		49.8	48.6	49.0	54.1	52.6	52.8	61.8	59.2	59.6	54.8	64.8	64.3										
MENTIONED IN Q601		11.9	12.4	12.2	9.3	12.8	12.2	11.6	10.4	10.6	14.4	8.7	9.0										
DON'T KNOW		0.1	1.1	0.8	0	0.9	0.8	0.5	0.6	0.6	2.2	0.8	0.9										
---TOTAL---		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
---COUNT---		1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078										

Tables for questions 609A and 609B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

ACTIVE PROPENSITY
Q610 - WHO USES THE SLOGAN, "IT'S NOT JUST A JOB. IT'S AN ADVENTURE"?

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
AIR FORCE	8.7	8.2	8.3	12.3	10.8	11.0	12.2	11.2	11.4	10.3
ARMY	33.9	36.4	35.6	29.2	35.2	34.2	38.8	35.0	35.5	32.2
MARINES	12.5	11.2	11.6	12.5	10.0	10.4	14.2	13.3	13.4	16.4
NAVY	32.5	30.5	31.1	33.3	33.3	33.3	22.4	21.6	21.7	27.1
ALL FOUR SAME AD	6.0	6.5	6.3	7.0	4.2	4.7	5.5	7.1	6.9	6.9
DON'T KNOW	6.4	7.2	7.0	5.7	6.6	6.5	6.8	11.8	11.0	7.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53
										1025
										1078

ACTIVE PROPENSITY
Q611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE _____"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
AIR FORCE	3.7	2.7	3.1		3.3	2.9	3.0		6.3	4.8	5.0		10.2	2.6	3.0	
ARMY	4.7	4.1	4.3		9.5	3.3	4.3		13.8	7.2	8.2		3.8	5.3	5.2	
MARINES	78.1	82.1	80.8		73.2	83.2	81.6		53.5	67.1	65.0		66.0	73.6	73.3	
NAVY	4.7	4.0	4.2		1.7	3.1	2.9		8.0	6.2	6.4		8.8	5.5	5.7	
ALL FOUR-SAME AD	2.5	1.4	1.8		4.4	1.2	1.8		3.3	3.7	3.7		6.1	1.0	1.3	
DON'T KNOW	6.2	5.7	5.9		7.9	6.2	6.5		15.1	11.0	11.6		5.1	11.8	11.5	
REFUSED	0.0	0.0	0.0		0	0	0		0	0.0	0.0		0	0.1	0.1	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q012 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	4.1	3.5	3.7		5.8	5.2	5.3		4.3	5.1	5.0		6.6	6.8	6.8	
ARMY	84.0	82.0	82.7		72.1	75.1	74.6		70.9	79.2	77.9		80.0	68.7	69.2	
MARINES	2.6	3.3	3.1		5.8	5.3	5.4		5.3	2.4	2.8		6.3	5.4	5.4	
NAVY	2.9	4.2	3.8		5.8	5.1	5.2		7.3	3.9	4.4		3.9	5.7	5.6	
ALL FOUR SAME AD	3.6	3.9	3.8		6.2	3.9	4.2		3.6	5.7	5.4		3.2	4.6	4.6	
DON'T KNOW	2.7	3.1	3.0		4.3	5.5	5.3		8.7	3.6	4.4		0	8.7	8.3	
REFUSED	0	0.0	0.0		0	0	0		0	0.0	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q613A - WHO USES THE SLOGAN, "WE'RE LOOKING FOR A FEW GOOD MEN"?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	3.5	3.2	3.3	6.9	2.5	3.2	9.2	5.9	6.4	1.4	4.7	4.5
ARMY	13.5	13.9	13.8	12.9	15.4	15.0	22.9	21.4	21.6	28.1	23.3	23.5
MARINES	66.3	67.8	67.3	64.9	68.0	67.5	36.5	38.2	38.0	39.5	44.0	43.8
NAVY	8.2	6.3	6.9	4.0	5.0	4.8	16.4	14.5	14.8	7.9	11.1	11.0
ALL FOUR SAME AD	3.8	3.1	3.3	4.2	3.2	3.3	4.0	5.7	5.4	8.6	5.0	5.1
DON'T KNOW	4.7	5.6	5.3	7.0	5.8	6.0	10.9	14.4	13.9	14.5	12.0	12.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
Q614 - WHO USES THE SLOGAN, "IT'S A GREAT PLACE TO START"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
AIR FORCE	13.1	10.3	11.2		13.3	12.1	12.3		11.4	10.8	10.9		9.6	10.7	10.6	
ARMY	40.5	40.5	40.5		42.3	40.8	41.0		40.9	35.4	38.2		27.7	32.0	31.8	
MARINES	6.6	7.5	7.2		7.0	4.1	4.5		12.4	9.2	9.8		0	6.4	6.1	
NAVY	16.1	13.2	14.1		16.3	18.3	18.0		14.9	12.6	13.0		19.6	15.3	15.5	
ALL FOUR-SAME AD	12.2	16.4	15.1		10.4	12.0	11.7		7.6	12.7	11.9		25.7	12.7	13.3	
DON'T KNOW	11.5	12.1	11.9		10.7	12.8	12.4		12.9	19.3	18.4		17.3	22.8	22.5	
REFUSED	0	0.0	0.0		0	0	0		0	0.0	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q015 - WHO USES THE SLOGAN, "AIM HIGH. _____"?

-----MARKET-----														
-----YOUNG MALES-----						-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---														
AIR FORCE	90.7	90.6	90.7	82.7	82.3	82.3		71.6	78.8	77.8		83.7	70.2	70.8
ARMY	3.1	2.2	2.5	1.6	3.2	2.9		11.8	5.5	6.5		4.7	6.3	6.2
MARINES	1.8	1.2	1.4	2.9	2.9	2.9		2.5	2.6	2.6		3.1	3.7	3.7
NAVY	1.1	2.3	1.9	3.9	3.5	3.6		4.2	3.5	3.6		4.5	5.3	5.3
ALL FOUR-SAME AD	0.5	0.4	0.4	2.1	1.0	1.2		1.2	1.1	1.1		0	1.8	1.8
DON'T KNOW	2.9	3.2	3.1	6.5	7.1	7.0		8.8	8.4	8.4		4.1	12.7	12.3
REFUSED	0	0.0	0.0	0.5	0	0.1		0	0.0	0.0		0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---	1874	3768	5842	172	931	1103		476	2972	3448		53	1025	1078

ACTIVE PROPENSITY
Q015B - WHO USES THE SLOGAN, "WE'RE NOT A COMPANY - WE'RE YOUR COUNTRY"?

--RESPONSES--	-----MARKET-----											
	-----YOUNG MALES-----						-----YOUNG FEMALES-----					
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	6.5	6.2	6.3	7.6	6.8	7.0	6.2	5.8	5.8	2.2	4.6	4.5
ARMY	18.0	20.2	19.5	21.1	22.4	22.2	17.3	17.7	17.6	21.1	17.6	17.7
MARINES	10.5	8.7	9.3	9.1	7.8	8.0	8.6	10.9	10.6	15.1	8.8	9.1
NAVY	12.6	9.5	10.5	12.3	7.6	8.3	16.1	9.3	10.3	10.7	9.7	9.7
ALL FOUR-SAME AD	31.3	34.1	33.2	29.9	29.0	29.1	20.5	25.8	25.0	23.5	23.6	23.6
DON'T KNOW	21.2	21.4	21.3	19.5	20.5	25.4	31.3	30.5	30.6	27.4	35.6	35.2
REFUSED	0	0.0	0.0	0.5	0	0.1	0	0.0	0.0	0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

Q616 - IN THE LAST YEAR, DO YOU RECALL SEEING ANY ADS FOR THE MILITARY IN MAGAZINES, NEWSPAPERS OR BILLBOARDS?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	79.8	76.2	77.4	67.8	68.8	68.7	73.1	68.3	69.0	68.4	63.1	63.3
NO	19.9	23.4	22.3	32.2	30.9	31.1	26.8	31.3	30.5	31.6	35.9	35.7
DON'T KNOW	0.3	0.4	0.4	0	0.3	0.2	1.1	0.4	0.5	0	1.0	1.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
Q617 - (IF Q616=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINES, NEWSPAPERS OR BILLBOARD ADS?

-----MARKET-----

-----YOUNG MALES----- OLD MALES----- YOUNG FEMALES----- OLDER FEMALES-----

	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	70.3	70.7	70.6	60.2	68.1	66.8	77.8	71.6	72.6	61.8	65.9	65.6
NAVY	43.2	42.4	42.7	39.1	39.1	39.1	27.0	34.5	33.3	48.0	37.4	37.9
AIR FORCE	57.3	54.6	55.5	52.9	47.1	48.0	45.7	41.1	41.8	68.0	40.0	41.4
MARINES	52.2	51.5	51.7	45.4	51.0	50.1	37.8	44.2	43.1	41.9	45.9	45.7
COAST GUARD	7.7	8.6	8.3	7.8	6.3	6.6	5.5	6.5	6.4	14.2	7.5	7.9
ALL ACTIVE	9.0	11.6	10.9	8.6	9.7	9.5	6.8	8.1	7.9	12.9	10.1	10.3
ARMY NATIONAL GUARD	4.4	4.9	4.7	6.6	4.0	4.4	4.5	2.7	3.0	5.0	7.9	7.8
ARMY RESERVE	1.9	2.9	2.5	3.6	2.4	2.6	1.6	1.6	1.6	5.0	4.0	4.1
AIR FORCE RESERVE	0.6	1.1	0.9	0	1.1	0.9	0.4	0.3	0.3	5.0	2.6	2.7
AIR NATIONAL GUARD	1.3	1.4	1.4	2.4	1.4	1.6	1.5	0.7	0.8	5.0	3.0	3.1
NAVAL RESERVE	0.7	1.2	1.0	0.7	1.1	1.1	0.9	0.4	0.4	5.0	2.2	2.4
MARINE RESERVE	0.6	0.7	0.7	0	0.8	0.7	0.7	0.5	0.5	5.0	2.4	2.6
ALL/RESERVE/NATIONAL GUARD	2.5	4.3	3.7	2.5	4.4	4.1	2.5	2.7	2.7	6.0	3.4	3.5
---TOTAL---	1504	2895	4399	115	643	758	356	2049	2405	38	631	669
---COUNT---												

-----Question permitted as many as 13 responses-----

Q618 - IN THE LAST YEAR, DO YOU RECALL ANY TV OR RADIO ADS FOR THE MILITARY?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	86.6	85.3	85.8	86.3	82.8	83.4	84.4	83.3	83.4	86.3	80.9	81.2
NO	13.0	14.1	13.8	13.7	16.0	15.6	15.3	16.3	16.2	13.7	17.0	16.9
DON'T KNOW	0.3	0.5	0.5	0	1.2	1.0	0.3	0.4	0.4	0	2.0	1.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
Q019 - (IF Q018=YES) FOR WHICH SERVICES DID YOU HEAR/SEE TV OR RADIO ADVERTISING?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL FCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ARMY	79.0	79.7	79.5		73.4	76.7	76.1		79.7	77.3	77.7		80.8	75.7	75.9	
NAVY	54.5	55.7	55.3		48.3	53.9	53.0		49.2	45.4	46.0		39.9	51.0	50.4	
AIR FORCE	65.4	62.2	63.2		66.4	58.4	59.7		53.1	56.2	55.8		60.8	53.9	54.2	
MARINES	63.7	65.2	64.7		69.2	61.6	62.8		52.7	53.9	53.7		42.0	58.2	57.4	
COAST GUARD	14.7	15.0	14.9		16.1	14.0	14.4		13.5	9.6	10.2		13.3	10.0	10.1	
ALL ACTIVE	17.7	19.1	18.7		11.8	21.7	20.1		10.6	16.6	15.7		10.4	15.7	15.4	
ARMY NATIONAL GUARD	7.6	5.7	6.3		7.4	7.0	7.1		5.3	3.7	3.9		6.9	4.1	4.3	
ARMY RESERVE	3.7	4.6	4.3		1.7	5.1	4.5		2.7	2.1	2.2		1.9	2.8	2.7	
NAVAL RESERVE	1.8	1.6	1.6		0.5	1.3	1.2		0.7	0.5	0.5		0	0.7	0.6	
AIR NATIONAL GUARD	2.1	1.5	1.7		2.9	2.2	2.3		2.1	0.9	1.1		0	1.2	1.1	
AIR FORCE RESERVE	1.2	1.0	1.1		0	1.4	1.2		1.0	0.4	0.5		0	0.8	0.7	
MARINE RESERVE	1.1	1.1	1.1		0	1.2	1.0		1.7	0.3	0.5		0	0.5	0.5	
ALL RESERVE/NATIONAL GUARD	5.1	6.0	5.7		7.1	7.6	7.5		4.9	3.6	3.8		2.6	4.1	4.0	

--RESPONSES--

-----Question permitted as many as 13 responses-----

--TOTAL--

--COUNT-- 1622 3215 4837 149 771 920 401 2455 2856 47 839 886

Q620 - IN THE LAST YEAR, HAVE YOU RECEIVED ANY UNSOLICITED RECRUITING
MILITARY LITERATURE IN THE MAIL?

ACTIVE PROPENSITY

		-----MARKET-----					
		-----YOUNG MALES-----			-----YOUNG FEMALES-----		
		POS	NEG	TOTAL	POS	NEG	TOTAL
		PROP	PROP	(PCT)	PROP	PROP	(PCT)
--RESPONSES--	YES	39.8	47.7	45.1	15.7	24.0	22.7
	NO	59.9	52.0	54.5	83.8	75.7	76.9
DON'T KNOW		0.4	0.3	0.3	0.5	0.3	0.3
		100.0	100.0	100.0	100.0	100.0	100.0
--TOTAL--		1874	3768	5642	476	2972	3448
--COUNT--							

Q821 - (IF Q820=YES) FOR WHICH SERVICE DID YOU RECEIVE UNSOLICITED LITERATURE?

ACTIVE PROPENSITY

-----MARKET-----

-----YOUNG MALES----- -----YOUNG FEMALES-----

	YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
AIR FORCE	33.0	37.6	36.3	47.4
ARMY	53.5	63.5	60.6	60.5
MARINES	42.1	45.5	44.5	25.7
NAVY	45.1	43.0	43.6	21.7
ALL SERVICES	3.8	7.3	6.3	1.1
NATIONAL GUARD	5.8	6.6	6.4	4.9
RESERVES	3.5	4.3	4.1	1.4

-----Questions permitted as many as 7 responses-----

--TOTAL--

--COUNT--

736 1814 2550 98 736 834

Q822 - IN THE LAST YEAR, HAVE YOU MADE A TOLL-FREE CALL FOR INFORMATION ON THE MILITARY?

ACTIVE PROPENSITY

		-----MARKET-----				
		-----YOUNG MALES-----		-----YOUNG FEMALES-----		
		POS	NEG	POS	NEG	
		PROP	PROP	PROP	PROP	
		(PCT)	(PCT)	(PCT)	(PCT)	
		TOTAL	TOTAL	TOTAL	TOTAL	
		(PCT)	(PCT)	(PCT)	(PCT)	
		---RESPONSES---				
YES	7.0	2.0	3.6	0.8	1.8	
NO	93.0	97.9	96.3	99.1	98.1	
DON'T KNOW	0.1	0.1	0.1	0	0.1	
---TOTAL---	100.0	100.0	100.0	100.0	100.0	
---COUNT---	1874	3768	5642	476	2972	3448

Q623 - (IF Q622=YES) FOR WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL FOR INFORMATION?

ACTIVE PROPENSITY

-----MARKET-----

-----YOUNG MALES----- -----YOUNG FEMALES-----

	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	31.1	36.6	33.1	39.3	35.6	37.9
ARMY	19.1	35.2	25.1	28.4	36.2	31.3
MARINES	23.9	18.5	21.8	6.0	7.1	6.4
NAVY	31.1	26.5	29.4	20.8	13.6	18.1
ALL SERVICES	0	3.3	1.2	0	0	0
NATIONAL GUARD	2.3	2.7	2.5	10.4	9.3	10.0
RESERVES	0.9	8.0	3.6	3.0	6.8	4.4

-----Questions permitted as many as 7 responses-----

--TOTAL--

--COUNT--

113 86 198 40 27 67

ACTIVE PROPENSITY

Q625 - HAVE YOU SENT A POST CARD/COUPON FOR INFORMATION ON THE MILITARY?

-----MARKET-----							
		-----YOUNG MALES-----			-----YOUNG FEMALES-----		
		POS	NEG	TOTAL	POS	NEG	TOTAL
		PROP (PCT)	PROP (PCT)	PROP (PCT)	PROP (PCT)	PROP (PCT)	PROP (PCT)
---RESPONSES---	YES	17.7	5.8	9.7	13.1	2.3	3.9
	NO	82.2	94.1	90.2	86.8	97.6	95.9
	DON'T KNOW	0.1	0.1	0.1	0.1	0.1	0.1
	---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0
	---COUNT---	1874	3768	5642	476	2972	3448

Q628 - (IF Q625=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

ACTIVE PROPENSITY

-----MARKET-----

-----YOUNG MALES----- -----YOUNG FEMALES-----

	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	36.3	28.9	33.2	54.4	35.3	44.8
ARMY	35.8	45.2	39.6	38.5	44.8	41.6
MARINES	28.7	23.5	26.6	19.6	7.5	13.5
NAVY	31.4	34.6	32.7	20.7	17.5	19.1
ALL SERVICES	1.4	2.0	1.7	0	3.9	2.0
NATIONAL GUARD	3.9	2.5	3.3	1.1	3.4	2.3
RESERVES	2.6	1.2	2.2	0	2.0	1.0

-----Questions permitted as many as 7 responses-----

318 234 552 76 79 155

Q827 - WITHIN THE LAST YEAR, HAVE YOU VISITED A RECRUITING STATION FOR
 ACTIVE PROPENSITY
 INFORMATION ABOUT THE MILITARY?

	-----MARKET-----				-----YOUNG FEMALES-----			
	-----YOUNG MALES-----							
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	22.3	9.2	13.5	12.5	2.7	4.2		
NO	77.6	90.7	86.5	87.3	97.2	95.7		
DON'T KNOW	0.1	0.1	0.1	0.1	0.1	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1874	3768	5642	476	2972	3448		

ACTIVE PROPENSITY
Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET
INFORMATION ABOUT THE MILITARY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	55.1	39.7	44.6	65.0	46.9	49.8	44.1	21.9	25.2	54.5	19.9	21.5
NO	44.9	60.2	55.2	35.0	53.1	50.2	55.7	78.0	74.7	45.5	79.8	78.2
DON'T KNOW	0.1	0.1	0.1	0	0	0	0.1	0.1	0.1	0	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

- RESPONSES--

Q629 - (IF Q628=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
AIR FORCE	29.6	21.4	24.7		20.5	26.2	24.2		30.8	22.6	24.8		46.1	31.0	32.8	
ARMY	46.7	57.2	53.0		51.3	48.9	49.4		47.3	57.2	54.6		42.9	55.8	54.3	
MARINE CORPS	28.1	28.2	28.1		26.2	26.5	26.4		17.0	17.5	17.4		13.4	11.9	12.0	
NAVY	26.2	26.6	26.4		22.1	26.1	25.2		27.9	16.8	19.7		28.2	24.4	24.9	
---RESPONSES---																
---TOTAL---																
---COUNT---	1031	1551	2582		119	439	558		226	621	847		30	217	247	

-----Questions permitted as many as 4 responses-----

Q630 - MIGHT YOU TALK TO A RECRUITER IN THE FUTURE?

-----MARKET-----																	
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																	
YES		77.0	20.7	35.5	55.1	8.1	13.3	70.6	11.4	18.0	68.0	7.8	9.4				
NO		18.8	74.6	59.9	40.7	90.2	84.6	27.1	86.7	79.2	28.9	87.5	85.9				
DON'T KNOW		4.2	4.6	4.5	4.2	1.8	2.0	2.2	2.9	2.8	3.1	4.7	4.6				
---TOTAL---		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
---COUNT---		843	2217	3060	53	492	545	250	2351	2601	23	808	831				

ACTIVE PROPENSITY
Q631 - DID THE AIR FORCE RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
ACTIVE AIR FORCE	73.2	70.0	71.5	80.3	87.6	86.3	49.9	56.3	54.2	67.5	75.7	74.3
AIR RESERVE	14.7	11.7	13.1	11.8	4.6	5.9	27.7	16.3	20.0	18.2	6.5	8.5
AIR NATIONAL GUARD	7.4	5.5	6.5	0	2.3	1.9	10.5	14.7	13.3	14.3	7.4	8.6
DON'T KNOW	4.6	12.8	8.9	8.0	4.5	5.1	11.9	12.7	12.5	0	10.4	8.6
REFUSED	0	0	0	0	1.0	0.8	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	315	344	659	24	117	141	74	155	229	13	70	83

ACTIVE PROPENSITY
Q832A - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)				
--RESPONSES--																			
RECRUITER CALLED					10.6	25.8	36.5	20.4	17.4	37.9	7.8	10.0	17.9	9.3	7.7	6.0	6.3		
CALLED RECRUITER					5.7	6.5	12.2	15.1	17.1	32.2	6.3	6.0	12.3	6.1	52.0	14.5	20.8		
RECRUITING STATION					17.6	12.6	30.2	34.3	31.0	65.3	14.3	9.4	23.7	11.0	17.6	35.3	32.3		
JOB FAIR					3.1	3.1	6.2	0	0	6.2	1.1	5.1	6.2	3.8	0	1.3	1.1		
AT SCHOOL					50.8	47.7	98.5	22.7	31.5	54.2	61.8	57.5	119.3	58.9	8.4	35.2	30.7		
OTHER WAY					12.2	4.0	16.2	7.6	3.0	10.6	8.8	11.3	20.1	10.5	14.3	7.8	8.9		
DON'T KNOW					0	0.3	0.3	0	0	0.3	0	0.6	0.4	0	0	0	0		
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--					315	344	659	24	117	141	74	155	229	13	70	83	83		

The table for question 632B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

ACTIVE PROPENSITY
Q033TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH AN AIR FORCE RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
UP TO 1 MONTH	14.3	6.5	10.3	0	2.8	2.2	6.6	3.9	4.8	0	0	0	0	0	0	0
ONE MONTH	10.3	4.3	7.3	4.3	1.3	1.9	3.1	2.1	2.4	0	0	0	0	0	0	0
2 MONTHS	5.2	4.3	4.7	4.3	0	0.9	5.0	2.7	3.5	0	0	0	0	0	0	0
3 MONTHS	10.3	5.5	7.9	0	1.4	1.1	5.0	4.1	4.4	0	0	0	0	0	0	0
4 TO 6 MONTHS	14.5	13.1	13.8	3.6	0	0.7	29.7	20.2	23.2	30.4	2.1	7.7	2.1	2.1	7.7	7.7
7 TO 12 MONTHS	21.2	20.1	20.7	7.9	5.0	5.6	19.7	16.9	17.8	6.7	5.6	5.8	6.7	5.6	5.8	5.8
13 TO 18 MONTHS	12.4	17.1	14.8	7.1	2.7	3.6	7.6	21.7	17.2	0	2.7	2.1	0	2.7	2.1	2.1
19 TO 24 MONTHS	3.8	7.2	5.4	3.6	4.7	4.5	15.2	10.4	12.0	0	0	0	0	0	0	0
25 MONTHS OR MORE	8.2	21.9	15.1	69.3	82.1	79.5	8.2	17.8	14.7	63.0	89.6	84.4	63.0	89.6	84.4	84.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	288	304	592	22	96	118	68	144	212	13	59	72	13	59	72	72

Q634 - DID THE ARMY RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)				
--RESPONSES--																			
ACTIVE ARMY					62.9	62.1	62.4	68.4	78.2	76.1	53.9	57.4	56.6	61.6	71.1	70.2			
ARMY RESERVE					22.0	20.4	21.0	5.9	11.9	10.6	24.0	24.5	24.3	21.3	14.0	14.7			
ARMY NATIONAL GUARD					9.7	8.3	8.8	22.5	4.4	8.4	14.6	10.0	11.0	17.1	6.9	7.9			
DON'T KNOW					5.4	9.2	7.9	3.2	5.4	4.9	7.5	8.2	8.0	0	8.0	7.3			
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--					501	871	1372	62	218	280	114	354	468	15	118	133			

ACTIVE PROPENSITY
Q835A - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
RECRUITER CALLED	19.1	35.9	30.3	19.6	21.0	20.7	12.1	22.7	14.3	11.1	11.4
CALLED RECRUITER	4.3	3.9	4.1	25.5	16.7	18.6	4.3	3.7	14.2	18.1	17.7
RECRUITING STATION	17.7	11.2	13.5	28.3	31.3	30.6	13.0	8.8	20.1	19.4	19.5
JOB FAIR	1.5	1.0	1.1	0	1.2	0.9	3.1	3.4	0	0.7	0.8
AT SCHOOL	44.7	38.4	40.6	22.4	23.0	22.8	55.9	48.9	26.8	47.1	45.3
OTHER WAY	12.1	9.0	10.0	4.2	6.9	6.3	11.5	12.0	24.6	3.6	5.5
DON'T KNOW	0.8	0.7	0.7	0	0	0	0	0.4	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	501	871	1372	62	218	280	114	354	15	118	133

The table for question 635B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

ACTIVE PROPENSITY
Q638TIME -NUMBER OF MONTHS SINCE YOU TALKED WITH AN ARMY RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
UP TO 1 MONTH	14.5	11.8	12.8		6.5	0.4	1.7		12.9	4.6	6.4		0	0.6	0.6	
ONE MONTH	9.0	6.4	7.4		2.5	0	0.6		17.3	7.2	9.5		0	0	0	
2 MONTHS	7.7	8.5	8.2		5.2	2.0	2.7		12.3	4.7	6.4		0	0	0	
3 MONTHS	8.7	6.3	7.1		0	0.8	0.6		3.4	3.9	3.8		0	0	0	
4 TO 6 MONTHS	19.1	11.7	14.4		3.5	1.4	1.9		22.7	20.5	21.0		13.8	0	1.5	
7 TO 12 MONTHS	18.1	15.3	16.3		12.3	4.3	6.0		11.7	10.3	10.6		18.6	6.3	7.6	
13 TO 18 MONTHS	11.2	13.3	12.6		14.2	5.6	7.5		8.5	13.4	12.3		6.8	4.0	4.3	
19 TO 24 MONTHS	4.7	6.0	5.5		2.4	6.5	5.6		0	11.3	8.7		7.6	1.8	2.4	
25 MONTHS OR MORE	7.1	20.7	15.8		53.3	79.0	73.4		11.1	24.3	21.3		53.2	87.3	83.6	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	448	770	1218		56	191	247		105	322	427		13	99	112	

ACTIVE PROPENSITY
Q637 ~ DID THE MARINE CORPS RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS					NEG					POS					NEG				
PROP					PROP					PROP					PROP				
(PCT)					(PCT)					(PCT)					(PCT)				
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
--RESPONSES--																			
ACTIVE MARINES					51.1	55.0	53.4	67.5	69.7	69.3	50.7	53.5	52.8	79.2	51.7	55.4			
MARINE RESERVES					12.2	8.0	9.7	7.5	6.5	6.7	11.5	17.6	16.1	0	15.7	13.6			
BOTH					30.1	27.0	28.3	13.1	13.7	13.6	35.5	18.3	22.7	20.8	27.9	26.9			
DON'T KNOW					6.6	10.0	8.7	11.9	10.1	10.4	2.3	10.6	8.5	0	4.7	4.1			
---TOTAL---					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
---COUNT---					293	449	742	31	112	143	39	98	137	4	26	30			

--RESPONSES--

ACTIVE MARINES

MARINE RESERVES

BOTH

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q638A - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
RECRUITER CALLED	18.1	39.9	31.2		18.8	26.4	24.8		13.0	9.7	10.5		30.2	7.8	10.8	
CALLED RECRUITER	3.0	2.3	2.6		19.4	13.3	14.5		1.9	3.1	2.8		20.8	0	2.8	
RECRUITING STATION	15.3	9.6	11.9		33.2	24.9	26.7		2.6	4.4	3.9		33.3	27.1	28.0	
JOB FAIR	1.4	1.1	1.2		0	2.0	1.6		4.1	4.0	4.0		0	0	0	
AT SCHOOL	52.9	38.6	44.3		20.6	26.8	25.5		56.5	56.0	56.1		0	46.3	40.2	
OTHER WAY	9.2	8.1	8.6		8.0	6.6	6.9		21.9	22.9	22.6		15.6	18.7	18.3	
DON'T KNOW	0	0.4	0.2		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	293	449	742		31	112	143		39	98	137		4	26	30	

The table for question 638B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

ACTIVE PROPENSITY
Q639TIME -NUMBER OF MONTHS SINCE YOU TALKED WITH A MARINE RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
UP TO 1 MONTH	21.2	11.7	15.6		7.2	0	1.5		14.6	14.9	14.8		30.2	5.7	9.5	
ONE MONTH	10.7	6.1	8.0		3.5	0	0.7		8.2	0	2.2		0	0	0	
2 MONTHS	4.8	5.6	5.3		10.1	0	2.2		5.0	7.7	6.9		0	4.7	3.9	
3 MONTHS	7.9	10.0	9.1		9.0	0.7	2.4		6.9	7.8	7.6		0	0	0	
4 TO 6 MONTHS	13.7	13.9	13.8		5.0	3.1	3.5		21.6	10.8	13.7		20.8	0	3.3	
7 TO 12 MONTHS	19.0	13.9	16.0		3.9	5.4	5.1		2.1	14.1	10.8		0	0	0	
13 TO 18 MONTHS	11.7	14.6	13.4		5.9	3.5	4.0		19.3	15.1	16.2		0	7.0	5.9	
19 TO 24 MONTHS	4.2	6.9	5.8		6.9	1.5	2.6		10.9	6.2	7.5		0	0	0	
25 MONTHS OR MORE	6.9	17.3	13.1		48.6	85.8	77.8		11.3	23.4	20.1		48.9	82.7	77.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	269	397	666		28	96	124		38	89	127		4	21	25	

Q640 - DID THE NAVY RECRUITER YOU TALKED TO REPRESENT THE...
ACTIVE PROPENSITY

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
ACTIVE NAVY	61.9	63.3	62.8	56.7	66.9	65.1	29.8	51.7	43.6	65.2	51.3	53.2
NAVAL RESERVES	8.8	9.1	9.0	17.9	4.0	6.5	36.3	12.9	21.6	22.1	9.6	11.3
BOTH	24.7	16.2	19.6	13.2	23.9	21.9	24.3	24.9	24.7	12.7	29.0	26.8
DON'T KNOW	4.6	11.4	8.7	12.2	5.2	6.5	9.6	10.4	10.1	0	10.0	8.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	256	411	667	26	120	146	61	120	181	7	54	61

ACTIVE PROPENSITY
Q641A - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
RECRUITER CALLED	20.4	39.2	31.8	14.9	23.7	22.1	4.3	6.7	5.8	0	1.5	1.3
CALLED RECRUITER	7.7	4.9	8.0	14.8	12.7	13.1	4.1	2.2	2.9	22.6	21.2	21.4
RECRUITING STATION	21.1	12.5	15.9	35.1	27.4	28.8	13.8	12.2	12.8	22.1	34.8	33.1
JOB FAIR	1.0	0.8	0.9	0	2.2	1.8	2.9	6.9	5.4	0	0	0
AT SCHOOL	38.2	35.4	36.5	10.6	24.5	22.0	68.4	62.1	64.4	25.3	33.9	32.8
OTHER WAY	11.0	6.1	8.0	24.6	9.5	12.2	6.6	9.9	8.7	30.0	7.3	10.4
DON'T KNOW	0.6	1.1	0.9	0	0	0	0	0	0	0	1.2	1.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	256	411	667	26	120	146	61	120	181	7	54	61

The table for question 641B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

ACTIVE PROPENSITY
Q642TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A NAVY RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES--																
UP TO 1 MONTH	22.0	9.4	14.5	6.1	2.7	3.4	12.8	1.4	5.7	0	0	0	0	0	0	0
ONE MONTH	9.1	7.1	7.9	0	1.1	0.9	2.9	3.5	3.3	0	0	0	0	0	0	0
2 MONTHS	8.9	6.5	7.4	15.6	4.0	6.2	6.1	0	2.3	0	2.0	1.7	0	2.0	1.7	1.7
3 MONTHS	11.6	7.6	9.2	3.5	0.8	1.3	2.6	9.4	6.9	0	0	0	0	0	0	0
4 TO 6 MONTHS	15.6	15.3	15.4	0	2.3	1.8	18.6	13.9	15.7	9.9	1.8	3.2	0	1.8	3.2	3.2
7 TO 12 MONTHS	13.8	14.6	14.3	15.3	1.7	4.3	9.5	24.7	19.0	0	5.2	4.3	0	5.2	4.3	4.3
13 TO 18 MONTHS	10.4	16.0	13.8	16.0	3.1	5.5	32.5	16.3	22.4	0	0	0	0	0	0	0
19 TO 24 MONTHS	3.9	6.1	5.2	0	4.0	3.3	4.4	10.1	7.9	14.1	0	2.3	0	0	2.3	2.3
25 MONTHS OR MORE	4.8	17.3	12.3	43.5	80.4	73.4	10.6	20.7	16.9	75.9	91.0	88.5	0	91.0	88.5	88.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	234	367	601	24	106	130	56	111	167	7	42	49	0	42	49	49

ACTIVE PROPENSITY
Q646 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

-----MARKET-----													
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--													
YES	22.0	21.1	21.4	40.4	26.3	28.5	13.5	15.2	14.9	26.7	8.9	9.8	
NO	77.9	78.6	78.4	58.7	73.0	70.7	86.2	84.5	84.7	73.3	90.5	89.7	
DON'T KNOW	0.1	0.2	0.2	0	0.7	0.6	0.3	0.3	0.3	0	0.6	0.5	
REFUSED	0	0.0	0.0	1.0	0	0.2	0	0.0	0.0	0	0	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078	

Q846 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
81.7	22.5	41.6	54.2	9.4	15.4	69.3	11.1	19.9	63.4	6.3	8.5
15.2	73.1	54.5	41.0	88.1	81.8	24.3	85.1	75.8	30.9	91.0	88.7
3.1	4.4	4.0	4.8	2.5	2.8	6.4	3.8	4.2	5.7	2.7	2.8
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1450	2935	4385	103	683	786	398	2526	2924	40	920	960

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

ACTIVE PROPENSITY
Q647 - (IF YES TO Q646) WHERE DID YOU TAKE THE ASVAB?

-----MARKET-----																													
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----														
POS PROP (PCT)					NEG PROP (PCT)					TOTAL (PCT)					POS PROP (PCT)					NEG PROP (PCT)					TOTAL (PCT)				
--RESPONSES--																													
AT HIGH SCHOOL					70.4	76.7	74.6	36.3	46.7	44.4	73.6	89.2	87.1	59.7	55.0	55.6													
AT MEPS					21.8	17.0	18.6	47.1	37.4	39.6	19.9	7.7	9.4	40.3	38.4	38.6													
ELSEWHERE					7.8	6.3	6.8	15.8	15.9	15.9	6.5	3.1	3.5	0	6.0	5.2													
DON'T KNOW					0	0	0	0.8	0	0.2	0	0	0	0	0.7	0.6													
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0												
--COUNT--					424	833	1257	69	248	317	78	446	524	13	105	118													

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q650 - PROVIDES MONEY FOR EDUCATION?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	17.4	12.9	14.4	30.4	20.2	21.8	26.6	14.4	16.2	28.0	16.5	17.1
ARMY	57.0	60.0	59.0	44.7	52.7	51.4	48.9	54.8	53.9	52.7	48.2	48.4
MARINES	8.8	8.5	8.6	7.0	8.5	8.2	8.0	10.9	10.5	1.3	11.9	11.4
NAVY	12.9	12.3	12.5	12.2	11.6	11.7	10.8	12.4	12.2	13.0	15.2	15.1
NONE	1.9	4.0	3.3	4.3	3.6	3.7	3.3	4.0	3.9	0	4.0	3.8
DON'T KNOW	2.0	2.2	2.1	1.4	3.5	3.2	2.3	3.5	3.3	5.0	4.1	4.2
REFUSED	0	0.1	0.0	0	0	0	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3788	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION....
Q651 - LACK OF PERSONAL FREEDOM?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
AIR FORCE	7.3	5.7	6.2		8.6	5.9	6.4		10.8	7.0	7.6		13.3	7.3	7.6	
ARMY	18.0	18.8	18.6		13.3	15.7	15.3		27.3	23.9	24.4		25.7	23.9	23.9	
MARINES	40.6	42.5	41.9		35.6	42.5	41.4		30.0	31.4	31.2		28.4	35.7	35.4	
NAVY	20.7	18.1	18.9		30.0	24.4	25.3		20.9	21.6	21.5		27.3	17.7	18.2	
NONE	9.1	9.9	9.6		9.1	6.8	7.2		8.4	10.8	10.4		2.4	9.7	9.3	
DON'T KNOW	4.3	4.9	4.7		3.3	4.6	4.4		2.6	5.3	4.9		2.8	5.7	5.6	
REFUSED	0	0.1	0.0		0	0	0		0	0.0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q052 - TEACHES VALUABLE SKILLS AND TRADES?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
AIR FORCE	31.0	31.0	31.0		35.6	37.0	36.8		28.9	29.5	29.4		43.6	34.4	34.8	
ARMY	33.2	33.2	33.2		26.4	27.3	27.1		38.7	32.3	33.2		24.0	28.9	28.6	
MARINES	14.0	12.9	13.2		10.3	10.7	10.6		14.1	14.2	14.1		14.2	13.1	13.1	
NAVY	18.1	17.1	17.6		21.2	19.1	19.4		15.0	16.1	16.0		12.2	15.0	15.5	
NONE	2.3	3.6	3.2		1.7	2.8	2.7		2.0	4.4	4.0		0	4.7	4.5	
DON'T KNOW	1.4	2.1	1.9		4.8	3.1	3.4		1.4	3.5	3.2		5.9	3.4	3.5	
REFUSED	0	0.1	0.0		0	0	0		0	0.0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q653 - EXTENDED DUTY AWAY FROM IMMEDIATE FAMILY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
AIR FORCE	9.9	7.8	8.5	8.6	6.5	6.9	14.4	12.1	12.5	13.0	9.7	9.9
ARMY	19.6	18.6	19.0	15.6	14.5	14.7	25.5	24.2	24.4	24.9	20.9	21.1
MARINES	18.7	19.0	18.9	25.0	18.6	19.6	24.8	19.2	20.0	27.5	19.3	19.7
NAVY	46.5	46.9	46.8	42.7	52.4	50.0	30.5	36.2	35.3	31.7	42.1	41.6
NONE	2.8	5.0	4.3	4.1	4.6	4.5	3.5	4.6	4.5	0	3.9	3.7
DON'T KNOW	2.4	2.7	2.6	4.0	3.4	3.5	1.2	3.6	3.2	2.8	4.1	4.0
REFUSED	0	0.1	0.0	0	0	0	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q654 - OPPORTUNITIES FOR PROMOTION AND ADVANCEMENT?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
AIR FORCE	32.4	26.8	28.6		35.8	33.6	34.0		30.9	27.9	28.3		28.0	30.4	30.3				
ARMY	31.4	37.6	35.6		21.8	30.7	29.3		32.7	32.9	32.9		44.2	26.8	27.6				
MARINES	14.9	12.1	13.0		14.7	11.2	11.8		15.0	15.1	15.1		13.9	15.7	15.8				
NAVY	16.0	15.2	15.5		17.0	15.4	15.7		14.0	14.4	14.4		8.9	15.2	14.9				
NONE	2.9	5.6	4.7		4.7	5.1	5.1		5.2	5.9	5.8		0	5.6	5.4				
DON'T KNOW	2.3	2.7	2.6		5.9	3.9	4.2		2.2	3.7	3.5		4.9	6.2	6.2				
REFUSED	0	0.1	0.0		0	0	0		0	0.0	0.0		0	0	0				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078				

ACTIVE PROPENSITY

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q055 - EQUAL PAY AND ADVANCEMENT FOR MEN AND WOMEN?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	23.2	19.4	20.6	23.7	19.1	19.8	22.7	17.8	18.6	27.8	20.8	21.1
ARMY	47.4	48.2	47.9	42.0	47.5	46.6	45.6	45.2	45.3	43.4	40.7	40.9
MARINES	9.6	6.7	7.6	7.3	7.9	7.8	8.7	9.8	9.6	11.9	8.7	8.9
NAVY	12.8	15.1	14.4	20.0	15.3	16.1	14.0	13.9	13.9	12.5	15.2	15.1
NONE	4.0	7.1	6.1	4.2	5.3	5.1	6.3	7.9	7.7	0	9.6	9.1
DON'T KNOW	3.0	3.4	3.3	2.8	4.9	4.6	2.6	5.3	4.9	4.4	5.0	4.9
REFUSED	0	0.1	0.1	0	0	0	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q856 - WORK THAT DOES NOT PREPARE YOU FOR CIVILIAN CAREER?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
AIR FORCE	11.6	11.5	11.5		4.8	11.3	10.3		12.9	15.0	14.7		16.1	13.7	13.8	
ARMY	21.7	21.3	21.4		34.5	24.1	25.8		24.1	21.6	22.0		18.1	19.5	19.4	
MARINES	31.2	31.1	31.2		26.2	32.6	31.6		22.6	23.3	23.2		31.2	24.0	24.3	
NAVY	17.5	17.3	17.4		18.2	15.0	15.5		22.5	19.7	20.1		24.8	19.2	19.5	
NONE	11.9	13.6	13.0		10.9	11.3	11.2		11.4	14.2	13.8		3.9	15.5	15.0	
DON'T KNOW	6.0	5.1	5.4		5.5	5.7	5.7		6.6	6.2	6.2		5.9	8.1	8.0	
REFUSED	0	0.1	0.1		0	0	0		0	0.0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q857 - DEFENDING YOUR COUNTRY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	11.8	9.0	9.9		13.5	9.8	10.4		10.7	8.5	8.8		17.8	9.0	9.4	
ARMY	40.7	40.3	40.4		30.4	34.7	34.0		54.9	57.6	57.2		52.8	51.4	51.4	
MARINES	36.9	36.7	36.8		43.8	42.8	42.9		24.3	20.2	20.8		14.2	23.0	22.6	
NAVY	7.1	7.9	7.7		9.9	6.8	7.3		6.7	8.7	8.4		10.3	10.2	10.2	
NONE	2.2	4.0	3.4		1.0	3.1	2.7		1.5	2.5	2.3		0	3.8	3.6	
DON'T KNOW	1.4	1.9	1.7		1.4	2.8	2.5		2.1	2.3	2.3		5.0	2.8	2.9	
REFUSED	0	0.1	0.1		0	0	0		0	0.0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1674	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q658 - WORKING IN A HIGH-TECHNOLOGY ENVIRONMENT?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
AIR FORCE	60.9	60.0	60.7	62.0	62.4	62.3	58.1	55.6	56.0	57.5	57.2	57.3
ARMY	13.1	12.2	12.5	7.3	9.1	8.8	11.6	11.9	11.9	18.0	8.8	9.2
MARINES	7.9	6.1	6.7	7.1	5.9	6.1	14.4	10.6	11.2	6.7	8.2	8.1
NAVY	15.7	16.9	16.5	20.2	18.4	18.7	13.4	16.7	16.2	15.0	20.9	20.7
NONE	1.1	2.7	2.2	2.0	1.8	1.8	1.1	2.4	2.2	0	2.3	2.2
DON'T KNOW	1.3	1.4	1.4	1.4	2.4	2.2	1.4	2.7	2.5	2.8	2.5	2.5
REFUSED	0	0.1	0.0	0	0	0	0	0.0	0.0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1874	3768	5842	172	931	1103	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q659 - WORK IN OR NEAR A COMBAT ZONE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
AIR FORCE	5.5	4.7	5.0		6.7	2.9	3.5		6.6	6.5	6.5		5.6	5.3	5.3	
ARMY	45.5	43.3	44.0		41.6	39.1	39.5		59.7	56.4	56.9		60.0	52.8	53.1	
MARINES	39.1	39.7	39.5		41.4	43.9	43.5		20.7	22.1	21.9		21.5	27.2	27.0	
NAVY	6.7	8.0	7.6		8.8	9.4	9.3		9.0	10.0	9.8		10.1	9.4	9.4	
NONE	1.5	2.9	2.5		0	1.8	1.5		1.6	2.2	2.1		0	2.4	2.3	
DON'T KNOW	1.7	1.4	1.5		1.4	2.8	2.6		2.4	2.9	2.8		2.8	2.9	2.9	
REFUSED	0	0.1	0.0		0	0	0		0	0.0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q682 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	44.2	35.7	38.5	30.2	24.4	25.3	40.3	37.8	38.1	31.2	20.2	20.7
NO	54.9	63.8	60.9	69.8	75.3	74.4	58.7	61.7	61.3	68.8	79.1	78.6
DON'T KNOW	0.9	0.5	0.6	0	0.3	0.3	1.1	0.5	0.6	0	0.7	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	478	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY

Q883 - WITHIN THE PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	64.7	29.9	41.1	44.5	15.3	20.0	52.1	14.6	20.2	50.1	5.7	7.8
NO	35.3	70.0	58.8	55.5	84.7	80.0	47.8	85.2	79.6	49.9	94.3	92.2
DON'T KNOW	0.1	0.1	0.1	0	0	0	0.2	0.2	0.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1026	1078

--RESPONSES--

ACTIVE PROPENSITY
Q684 - WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

	-----YOUNG MALES-----			-----MARKET-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
FRIENDS	51.7	51.7	51.7	45.5	56.4	52.5	44.9	36.7	39.9	31.5	63.6	53.9
MOTHER	36.3	32.3	34.3	25.0	7.0	13.5	42.9	33.1	36.9	23.6	9.5	13.7
FATHER	40.9	38.7	39.9	23.6	14.6	17.8	36.5	27.3	30.8	22.9	7.1	11.9
BROTHER/SISTER	11.3	8.5	9.9	15.9	8.9	11.4	18.5	12.3	14.7	17.2	13.1	14.4
OTHER RELATIVE	15.2	7.9	11.6	18.5	11.1	13.7	15.2	10.4	12.2	24.2	4.7	10.6
BOY/GIRL FRIEND/SPOUSE	3.4	3.0	3.2	13.9	13.1	13.4	5.6	10.0	8.3	19.2	14.3	15.8
TEACHER	3.6	1.6	2.6	1.1	0	0.4	4.1	1.9	2.8	0	0	0
SCHOOL COUNSELOR	5.3	3.6	4.5	2.3	0	0.8	5.0	3.6	4.1	0	0	0
RECRUITER	27.1	27.7	27.4	20.7	14.6	16.8	25.6	21.3	23.0	15.7	12.1	13.2
COWORKER	1.3	0.6	1.0	5.0	4.4	4.6	0.4	0.6	0.5	3.3	0	1.0
EMPLOYER	0.6	0.6	0.6	3.4	0.7	1.7	0.9	0.5	0.7	0	1.3	0.9

---TOTAL--- Questions permitted as many as 11 responses-----

---COUNT--- 1202 1128 2330 79 144 223 286 462 748 25 52 77

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B1 - IS YOUR FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	52.5	53.9	53.2	54.9	52.3	53.1	42.2	54.4	49.1	47.0	31.9	34.6
NO	47.1	45.5	48.3	45.1	47.7	48.9	57.8	45.6	50.9	53.0	68.1	65.6
DON'T KNOW	0.4	0.6	0.5	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	603	574	1177	38	80	118	134	172	308	8	28	36

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A)....
Q684B2 - IS YOUR MOTHER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	0	0.5	0.2	0	0	0	2.7	1.1	1.8	0	0	0
NO	97.2	97.2	97.2	100.0	94.2	98.1	93.5	97.5	95.7	100.0	100.0	100.0
DON'T KNOW	2.8	2.3	2.6	0	5.8	1.9	3.8	1.4	2.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	454	358	812	22	13	35	121	155	276	6	6	12

--RESPONSES--

ACTIVE PROPENSITY
(IF MENTIONED IN Q884A) ...
Q884B3 -IS YOUR FATHER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	5.1	6.4	5.7		0	7.8	4.1		18.4	6.1	11.8		12.6	0	7.3	
NO	91.8	89.6	90.7		100.0	92.2	95.9		80.0	91.7	86.3		87.4	100.0	92.7	
DON'T KNOW	3.1	4.1	3.6		0	0	0		1.6	2.2	1.9		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	500	408	908		20	23	43		103	142	245		6	5	11	

--RESPONSES--

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A)....
Q684B4 - IS YOUR BROTHER/SISTER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----																

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B6 - ARE ANY OTHER RELATIVES CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	42.8	48.6	44.8	53.4	50.9	52.1	57.3	50.0	53.5	59.2	66.8	61.6
NO	55.4	51.4	54.1	46.6	49.1	47.9	42.7	50.0	46.5	40.8	33.2	38.4
DON'T KNOW	1.7	0	1.1	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	191	104	295	16	17	33	49	52	101	6	3	9

ACTIVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B6 - IS YOUR SPOUSE/FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	2.5	0	1.3		8.0	0	3.0		40.8	24.8	29.0		0	19.8	12.5	
NO	97.5	97.6	97.5		92.0	100.0	97.0		50.0	73.2	67.1		100.0	80.2	87.5	
DON'T KNOW	0	2.4	1.1		0	0	0		9.1	2.0	3.9		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	51	38	89		10	18	28		16	46	62		5	10	15	

--RESPONSES--

ACTIVE PROPENSITY
Q690 -IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
WOULD YOU SAY IT WAS...

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
WASTE OF TIME	2.5	10.3	7.8	6.4	11.6	10.7	1.0	7.5	6.5	2.3	5.8	5.6
UP TO HIM/HER	38.7	63.6	55.5	41.9	59.3	56.5	39.9	64.4	60.8	30.2	63.3	61.8
GOOD IDEA	58.4	24.9	35.7	51.7	28.7	32.4	59.1	27.6	32.3	67.6	29.8	31.6
DON'T KNOW	0.4	1.1	0.9	0	0.5	0.4	0	0.5	0.4	0	1.1	1.1
REFUSED	0	0.0	0.0	0	0	0	0	0.1	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

ACTIVE PROPENSITY
Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
WOULD YOU SAY THAT MOST OF THEM ARE...?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
VERY FAVORABLE	22.9	5.8	11.3		20.6	7.3	9.4		20.4	4.3	6.7		20.3	5.4	6.1	
SOMEWHAT FAVORABLE	40.8	24.6	29.8		40.0	23.3	28.0		33.3	20.5	22.4		31.8	16.9	17.6	
NEITHER	16.8	29.1	25.2		12.7	32.9	29.6		21.1	31.3	29.8		20.0	23.7	23.5	
SOMEWHAT UNFAVORABLE	10.5	20.6	17.3		12.6	17.9	17.0		13.9	18.2	17.5		11.4	19.1	18.8	
VERY UNFAVORABLE	8.0	18.7	15.2		14.1	17.8	17.2		10.8	24.2	22.2		13.7	33.6	32.7	
DON'T KNOW	1.1	1.2	1.2		0	0.9	0.7		0.3	1.6	1.4		2.8	1.3	1.3	
REFUSED	0	0.0	0.0		0	0	0		0.2	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5842		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?
ARE YOU...?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
VERY FAVORABLE	35.2	4.0	14.1		29.7	5.2	9.2		31.7	2.4	6.8		33.7	3.6	5.0	
SOMEWHAT FAVORABLE	42.6	18.6	26.3		37.5	18.3	21.4		41.5	13.8	18.0		50.0	14.2	15.9	
NEITHER	11.3	18.9	16.5		10.4	17.5	16.4		15.8	16.8	16.7		1.3	12.1	11.6	
SOMEWHAT UNFAVORABLE	6.4	24.1	18.3		11.7	24.9	22.8		3.6	21.6	18.9		12.6	20.0	19.7	
VERY UNFAVORABLE	4.1	33.5	24.0		9.2	33.8	29.8		6.9	44.7	39.1		2.4	49.3	47.1	
DON'T KNOW	0.5	0.9	0.7		1.4	0.3	0.5		0.3	0.5	0.5		0	0.7	0.7	
REFUSED	0	0.0	0.0		0	0	0		0.2	0.0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM (PSAT,SAT,ACT)?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	38.4	52.4	47.2	30.5	49.0	48.1	33.4	52.5	49.6	52.3	50.7	50.7
NO	63.3	47.4	52.6	69.0	50.7	53.8	66.4	47.4	50.2	45.5	48.6	48.5
DON'T KNOW	0.3	0.2	0.3	0.5	0.3	0.3	0.1	0.1	0.1	2.3	0.7	0.8
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

---RESPONSES---

Q699 - (IF Q698=N0), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	75.6	65.8	69.6	59.1	30.4	36.3	81.2	69.7	72.0	73.5	42.5	43.9
NO	20.5	32.0	27.5	38.3	65.4	59.8	16.4	27.5	25.3	11.1	54.1	52.1
DON'T KNOW	4.0	2.2	2.9	2.6	4.2	3.8	2.4	2.8	2.7	15.4	3.5	4.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1218	1788	3006	119	484	603	320	1374	1694	26	508	534

--RESPONSES--

ACTIVE PROPENSITY
Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PCT	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PCT	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PCT	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PCT
--RESPONSES--												
MOSTLY A'S	3.8	7.7	6.4	3.2	3.4	3.4	6.5	9.3	8.9	4.5	6.1	6.0
A'S & B'S	17.8	26.0	19.3	14.0	14.6	14.5	24.5	28.0	28.0	23.1	22.6	22.6
MOSTLY B'S	17.9	23.4	21.6	20.2	25.3	24.5	24.7	23.5	23.7	29.6	27.9	28.0
B'S & C'S	33.3	27.1	29.1	35.7	30.4	31.3	24.8	25.8	25.7	22.0	27.5	27.3
MOSTLY C'S	19.0	16.5	17.3	22.8	20.6	20.9	15.4	9.6	10.4	18.9	12.7	13.0
C'S & D'S	6.1	3.8	4.5	2.9	4.2	4.0	2.4	1.6	1.7	2.0	2.2	2.2
D'S & F'S	1.1	1.1	1.1	0	1.0	0.9	0.8	1.0	1.0	0	0.5	0.5
DON'T KNOW	1.0	0.3	0.5	1.1	0.4	0.6	0.4	0.3	0.3	0	0.5	0.5
REFUSED	0.2	0.2	0.2	0	0	0	0.5	0.3	0.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1850	3737	5587	166	911	1077	469	2950	3419	53	1003	1056

ACTIVE PROPENSITY
Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
COLLEGE PREP	65.8	70.8	69.2	51.2	56.9	56.0	63.6	74.7	73.1	56.8	60.2	60.1
BUSINESS	7.9	6.4	6.9	6.2	8.5	8.1	12.2	11.8	11.8	24.7	20.9	21.1
VOC/TECH	22.5	20.3	21.0	39.9	31.5	32.8	21.5	10.9	12.4	16.6	15.4	15.4
DON'T KNOW	3.7	2.4	2.8	2.8	3.0	3.0	2.4	2.6	2.6	1.9	3.4	3.4
REFUSED	0.2	0.1	0.1	0	0	0	0.3	0.0	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1850	3737	5587	166	911	1077	469	2950	3419	53	1003	1058

ACTIVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q702 - ELEMENTARY ALGEBRA?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
YES, TAKEN	76.0	84.6	81.8	68.1	79.5	77.7	79.5	84.9	84.1	81.5	79.9	79.9
YES, PLAN TO	8.6	2.2	4.3	4.6	0.9	1.5	7.4	2.1	2.9	0	0.7	0.6
NO	15.4	13.1	13.8	27.2	19.0	20.8	12.6	12.9	12.8	18.5	19.3	19.3
DON'T KNOW	0	0.0	0.0	0	0	0	0.2	0.1	0.1	0	0.1	0.1
REFUSED	0.1	0.0	0.1	0	0	0	0.3	0.0	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1850	3737	5587	166	911	1077	489	2950	3419	53	1003	1056

ACTIVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q703 - PLANE GEOMETRY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	53.0	66.1	61.9		39.8	58.8	55.3		55.1	62.4	61.4		63.6	52.3	52.8	
YES, PLAN TO	16.0	5.4	8.5		2.0	1.9	1.9		16.3	4.7	6.4		4.2	0.9	1.1	
NO	31.8	28.5	29.6		58.4	39.3	42.3		28.1	32.7	32.1		32.2	46.8	46.1	
DON'T KNOW	0	0.0	0.0		0	0.1	0.1		0.2	0.1	0.1		0	0	0	
REFUSED	0.1	0.0	0.1		0	0	0		0.3	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1850	3737	5587		166	911	1077		469	2950	3419		53	1003	1056	

--RESPONSES--

ACTIVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q704 - BUSINESS MATH?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	34.6	35.3	35.1	54.1	51.8	52.1	36.1	39.0	38.6	60.3	55.2	55.5
YES, PLAN TO	12.9	8.7	10.0	3.9	2.7	2.9	17.3	7.7	9.1	3.4	1.8	1.9
NO	52.2	56.0	54.8	41.3	45.5	44.9	46.3	53.1	52.1	36.3	42.9	42.6
DON'T KNOW	0.2	0.0	0.1	0.6	0	0.1	0	0.1	0.1	0	0.1	0.1
REFUSED	0.1	0.0	0.1	0	0	0	0.3	0.0	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1850	3737	5587	166	911	1077	469	2950	3419	53	1003	1056

--RESPONSES--

ACTIVE PROPENSITY
 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q706 - COMPUTER SCIENCE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	28.5	35.5	33.2		20.2	18.5	17.1		20.7	30.2	28.8		16.1	14.3	14.4	
YES, PLAN TO	17.2	9.7	12.1		5.7	3.5	3.9		23.8	10.3	12.3		6.4	4.8	4.8	
NO	54.1	54.7	54.5		74.1	79.9	79.0		55.1	59.3	58.7		77.5	80.9	80.7	
DON'T KNOW	0.1	0.1	0.1		0	0	0		0	0.1	0.1		0	0.1	0.1	
REFUSED	0.1	0.0	0.1		0	0	0		0.3	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1850	3737	5587		100	911	1077		469	2950	3419		53	1003	1050	

ACTIVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q706 - INTERMEDIATE ALGEBRA?

-----MARKET-----													
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	41.8	58.0	52.7	38.7	48.6	47.0	40.2	55.0	52.9	69.0	46.1	47.2	
YES, PLAN TO	17.2	7.0	10.3	3.8	2.8	3.0	13.0	8.1	8.8	3.4	1.6	1.7	
NO	40.8	34.9	36.8	57.5	48.6	50.0	46.3	36.8	38.2	27.6	52.2	51.1	
DON'T KNOW	0.1	0.1	0.1	0	0	0	0.2	0.1	0.1	0	0	0	
REFUSED	0.1	0.0	0.1	0	0	0	0.3	0.0	0.1	0	0	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1850	3737	5587	166	911	1077	469	2950	3419	53	1003	1056	

--RESPONSES--

ACTIVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q707 - TRIGONOMETRY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	18.9	29.8	28.3		19.1	21.9	21.5		13.4	23.5	22.0		20.1	16.9	17.1	
YES, PLAN TO	18.2	11.5	13.7		6.0	2.5	3.0		21.0	10.4	11.9		3.4	1.9	2.0	
NO	62.8	58.5	59.8		74.8	75.8	75.5		65.0	66.0	65.9		76.5	81.1	80.9	
DON'T KNOW	0.2	0.1	0.2		0	0	0		0.3	0.1	0.1		0	0	0	
REFUSED	0.1	0.0	0.1		0	0	0		0.3	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1850	3737	5597		188	911	1077		469	2950	3419		53	1003	1056	

--RESPONSES--

ACTIVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q708 - CALCULUS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	7.1	12.7	10.9		9.5	10.2	10.1		6.6	8.3	8.1		9.2	6.0	6.1	
YES, PLAN TO	17.0	12.8	14.1		5.3	2.1	2.6		19.3	11.3	12.5		0	2.0	1.9	
NO	75.5	74.4	74.8		85.2	87.7	87.3		73.8	80.2	79.3		90.8	92.0	92.0	
DON'T KNOW	0.3	0.1	0.2		0	0	0		0	0.1	0.1		0	0	0	
REFUSED	0.1	0.0	0.1		0	0	0		0.3	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1850	3737	5587		166	911	1077		469	2950	3419		53	1003	1056	

--RESPONSES--

ACTIVE PROPENSITY
 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q709 - PHYSICS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
YES, TAKEN	19.6	23.1	22.0	24.3	17.9	18.9	16.6	15.7	15.8	24.4	13.4	13.9				
YES, PLAN TO	18.6	12.4	14.4	4.3	2.1	2.5	24.6	11.1	13.1	0	2.5	2.4				
NO	61.5	64.4	63.5	70.5	79.8	78.3	58.3	73.0	70.9	75.6	84.1	83.7				
DON'T KNOW	0.2	0.1	0.1	0.9	0.1	0.3	0.2	0.1	0.2	0	0	0				
REFUSED	0.1	0.0	0.1	0	0	0	0.3	0.0	0.1	0	0	0				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	1850	3737	5587	166	911	1077	469	2950	3419	53	1003	1058				

Q710 - DOES/DID YOUR HIGH SCHOOL HAVE A COMPUTERIZED CAREER INFORMATION SYSTEM?

ACTIVE PROPENSITY

-----MARKET-----						
	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	55.5	60.1	58.6	62.9	60.2	60.8
NO	35.2	33.4	34.0	29.5	33.4	32.8
DON'T KNOW	9.1	6.5	7.4	7.6	6.4	6.6
REFUSED	0.1	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1850	3737	5587	469	2950	3419

--RESPONSES--

ACTIVE PROPENSITY
 Q711 - HAVE YOU USED THIS SYSTEM TO GET INFORMATION ON THE MILITARY?

	-----MARKET-----					
	-----YOUNG MALES-----			-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (FCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---						
YES	29.9	23.7	25.6	21.9	19.4	19.7
NO	48.8	57.6	54.9	54.2	59.9	59.1
DID NOT USE	21.1	18.2	19.1	16.0	20.3	19.6
DON'T KNOW	0.2	0.5	0.4	7.9	0.4	1.6
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1048	2261	3307	282	1754	2036

ACTIVE PROPENSITY
Q712 - DID INFORMATION FROM COMPUTERIZED SYSTEM
INCREASE YOUR INTEREST IN THE MILITARY?

-----MARKET-----									
-----YOUNG MALES-----					-----YOUNG FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	72.7	35.8	49.0	49.6	35.8	38.1			
NO	27.3	63.4	50.5	50.4	63.1	61.0			
DON'T KNOW	0	0.8	0.5	0	1.1	0.9			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	320	518	838	54	344	398			

ACTIVE PROPENSITY
Q713A - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
7TH GRADE OR LESS	4.2	3.5	3.7		11.8	6.2	7.1		5.2	3.0	3.3		9.5	6.9	7.0	
8TH GRADE	2.4	1.7	1.9		5.3	4.9	5.0		1.5	2.8	2.6		1.7	5.6	5.4	
9TH GRADE	2.4	1.7	2.0		2.5	4.5	4.2		1.8	2.1	2.0		7.6	3.1	3.3	
10TH GRADE	3.8	2.8	3.1		5.9	6.6	6.5		3.4	3.4	3.4		7.2	5.5	5.6	
11TH GRADE	4.1	2.7	3.2		2.7	3.3	3.2		4.9	3.7	3.9		1.3	2.6	2.5	
12TH GRADE	35.5	36.9	36.5		33.3	39.6	38.6		38.4	35.4	35.9		35.9	39.7	39.5	
13TH GRADE	2.2	2.3	2.3		0	1.7	1.4		1.5	3.2	3.0		4.0	1.9	2.0	
14TH GRADE	5.9	8.4	7.6		3.4	4.9	4.7		5.2	7.9	7.5		4.3	5.3	5.2	
15TH GRADE	1.6	1.8	1.7		1.0	1.7	1.6		1.2	2.2	2.0		4.6	1.0	1.2	
16TH COLLEGE SR	14.4	17.4	16.4		4.4	9.4	8.6		14.5	14.9	14.8		5.3	7.7	7.6	
17TH,GRAD SCHOOL	0.6	1.1	0.9		0	0.2	0.2		0.8	1.4	1.3		0	0.2	0.2	
18TH,GRAD SCHOOL	2.3	2.8	2.6		0.4	1.2	1.1		0.7	2.3	2.1		2.9	1.3	1.3	
19TH,GRAD SCHOOL	1.4	1.2	1.3		0	0.6	0.5		0.4	1.1	1.0		0	0.2	0.2	
20 OR MORE	1.8	3.6	3.0		0.6	1.1	1.0		1.5	2.9	2.6		0	1.0	0.9	
DON'T KNOW	17.2	11.8	13.5		28.3	13.2	15.6		18.6	13.8	14.5		12.6	17.3	17.1	
REFUSED	0.2	0.3	0.3		0.5	0.8	0.8		0.3	0.1	0.1		3.0	0.8	0.9	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q713B - WHAT IS THE HIGHEST GRADE YOUR MOTHER COMPLETED?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
--RESPONSES--																
7TH GRADE OR LESS	3.8	2.1	2.6	10.6	3.4	4.6	3.9	2.3	2.5	4.5	4.7	4.7	4.7	4.7	4.7	4.7
8TH GRADE	1.8	1.5	1.6	3.8	1.7	2.1	1.9	1.7	1.7	12.8	3.8	4.2	4.2	3.8	4.2	4.2
9TH GRADE	1.9	1.2	1.4	1.8	2.3	2.2	3.5	2.6	2.7	1.9	3.8	3.7	3.8	3.8	3.7	3.7
10TH GRADE	4.2	2.5	3.0	10.1	3.8	4.8	3.7	3.9	3.8	3.0	6.4	6.3	6.3	6.4	6.3	6.3
11TH GRADE	5.8	3.0	3.9	6.0	4.3	4.6	7.7	5.1	5.5	10.1	7.4	7.5	7.5	7.4	7.5	7.5
12TH GRADE	44.4	47.8	46.7	40.0	57.1	54.4	44.4	43.3	43.4	32.1	50.5	49.6	49.6	50.5	49.6	49.6
13TH GRADE	2.9	2.8	2.8	1.2	2.1	2.0	3.7	5.0	4.8	3.1	2.4	2.4	2.4	2.4	2.4	2.4
14TH GRADE	8.5	10.0	9.5	2.8	5.5	5.1	8.4	11.6	11.1	14.0	4.1	4.5	4.5	4.1	4.5	4.5
15TH GRADE	1.6	1.5	1.6	0	1.5	1.3	0.3	2.4	2.1	0	1.1	1.1	1.1	1.1	1.1	1.1
16TH COLLEGE SR	11.0	14.7	13.5	4.1	7.1	6.7	9.6	11.8	11.5	11.8	5.2	5.5	5.5	5.2	5.5	5.5
17TH, GRAD SCHOOL	0.9	0.8	0.8	0	0.3	0.3	0.5	0.6	0.6	0	0.1	0.1	0.1	0.1	0.1	0.1
18TH, GRAD SCHOOL	1.9	2.1	2.0	0.5	1.3	1.1	0.5	1.6	1.4	0	0.5	0.5	0.5	0.5	0.5	0.5
19TH, GRAD SCHOOL	0.5	0.4	0.4	0	0.4	0.3	0.1	0.4	0.4	0	0.2	0.2	0.2	0.2	0.2	0.2
20 OR MORE	0.7	1.6	1.3	0	0.4	0.3	1.6	1.2	1.2	0	0.3	0.2	0.2	0.3	0.2	0.2
DON'T KNOW	10.0	7.7	8.4	18.5	7.9	9.6	9.7	6.5	7.0	6.7	9.7	8.6	8.6	9.7	8.6	8.6
REFUSED	0.1	0.3	0.2	0.5	0.8	0.8	0.3	0.2	0.2	0	0.9	0.8	0.8	0.9	0.8	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078	1078	1025	1078	1078

ACTIVE PROPENSITY
Q713C - WHAT IS YOUR CURRENT MARITAL STATUS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
MARRIED	1.4	2.9	2.4		25.8	31.2	30.3		5.0	11.3	10.3		29.2	52.8	61.7	
WIDOWED	0	0.1	0.1		0	0.2	0.1		0.1	0.0	0.1		0	0.4	0.4	
SEPARATED	0.3	0.2	0.2		0.6	1.2	1.1		2.4	0.8	1.0		12.1	3.2	3.7	
DIVORCED	0.0	0.2	0.1		3.0	2.9	2.9		0.5	0.8	0.7		2.2	7.5	7.3	
NEVER MARRIED	98.3	98.5	97.1		70.7	64.1	65.2		91.9	87.1	87.8		58.6	38.0	37.0	
DON'T KNOW	0	0	0		0	0.2	0.2		0	0	0		0	0	0	
REFUSED	0	0.0	0.0		0	0.3	0.2		0	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

ACTIVE PROPENSITY
Q713D - HOW MANY DEPENDENTS DO YOU HAVE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
0	90.7	92.6	92.0		53.8	60.1	59.1		81.5	81.7	81.7		44.8	40.8	41.0	
1	4.0	3.9	3.9		19.9	18.3	18.6		13.1	10.6	11.0		21.3	25.3	25.1	
2	2.9	2.2	2.4		15.8	13.4	13.8		3.3	4.6	4.4		20.1	18.0	18.1	
3	0.9	0.5	0.6		6.6	5.3	5.5		1.4	2.0	1.9		9.0	11.7	11.5	
4	0.3	0.3	0.3		3.4	1.7	2.0		0.3	0.7	0.7		4.8	2.5	2.6	
5	0.7	0.3	0.4		0.5	0.6	0.6		0.2	0.1	0.1		0	1.5	1.5	
6	0.1	0.1	0.1		0	0	0		0.2	0.0	0.1		0	0.2	0.2	
7	0.2	0	0.1		0	0	0		0	0.0	0.0		0	0	0	
8	0.1	0	0.0		0	0	0		0	0	0		0	0	0	
10	0.1	0.0	0.1		0	0	0		0	0.0	0.0		0	0	0	
REFUSED	0	0.1	0.0		0	0.5	0.4		0	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5842		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
Q713E - HOW MANY BROTHERS DO YOU HAVE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
0	23.9	27.1	26.1	16.3	23.2	22.1	21.4	23.3	23.0	16.7	19.7	19.6
1	33.0	36.4	35.3	25.1	31.3	30.3	24.7	35.3	33.7	29.3	30.1	30.0
2	20.5	20.1	20.2	17.2	21.1	20.4	28.0	21.6	22.6	28.1	26.6	26.7
3	10.4	8.8	9.3	18.4	10.2	11.5	15.6	11.2	11.8	3.0	10.9	10.5
4	5.9	4.2	4.8	6.6	5.9	6.0	4.0	3.9	3.9	7.5	6.3	6.4
5	3.0	1.3	1.9	8.8	3.4	4.3	3.1	2.2	2.4	5.4	3.1	3.2
6	1.3	0.9	1.0	5.2	2.0	2.5	1.0	1.5	1.4	6.2	1.5	1.7
7-9	1.2	0.9	1.0	1.3	1.6	1.6	1.3	0.7	0.8	1.9	1.6	1.6
10 OR MORE	0.5	0.2	0.3	0.4	0.7	0.7	0.3	0.3	0.3	1.9	0.1	0.2
DON'T KNOW	0	0	0	0	0.3	0.2	0.2	0	0.0	0	0	0
REFUSED	0.3	0.2	0.3	0.7	0.4	0.4	0.3	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
Q713F - HOW MANY SISTERS DO YOU HAVE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
0	26.2	28.0	27.4	15.7	21.3	20.4	20.2	27.3	26.2	20.0	21.2	21.1
1	34.6	39.2	37.7	36.9	36.5	36.6	34.1	35.4	35.2	22.0	33.8	33.2
2	18.1	19.4	19.0	16.3	20.8	21.1	22.7	18.4	19.0	28.4	20.2	20.6
3	9.3	7.2	7.9	14.9	10.7	11.4	11.9	8.6	9.1	6.1	11.8	11.5
4	5.4	2.9	3.7	6.3	5.2	5.3	4.5	5.2	5.1	14.2	6.4	6.7
5	3.6	1.3	2.1	4.8	2.8	3.1	3.0	2.6	2.7	3.5	3.2	3.2
6	1.3	1.1	1.2	3.7	0.9	1.4	0.6	1.1	1.0	0	1.6	1.5
7-9	1.0	0.6	0.7	0.4	0.9	0.9	2.7	1.1	1.3	5.9	1.5	1.7
10 OR MORE	0.0	0.0	0.0	0.3	0.2	0.2	0	0.3	0.3	0	0.3	0.3
DON'T KNOW	0	0	0	0	0.3	0.2	0	0	0	0	0	0
REFUSED	0.3	0.2	0.3	0.7	0.4	0.4	0.3	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	10781

--RESPONSES--

ACTIVE PROPENSITY
V713GA - DOES YOUR MOTHER LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	88.2	85.1	86.1	51.5	41.7	43.2	85.2	75.7	77.2	42.2	24.2	25.0
NO	11.7	14.9	13.9	48.5	57.9	56.3	14.8	24.3	22.8	57.8	75.8	75.0
REFUSED	0.0	0.0	0.0	0	0.5	0.4	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
V713GB - DOES YOUR FATHER LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	71.4	75.0	73.8		30.2	32.4	32.0		64.1	62.0	62.3		21.3	18.1	18.3	
NO	28.5	25.0	26.1		69.8	67.3	67.7		35.9	38.0	37.7		78.7	81.9	81.7	
REFUSED	0.0	0.0	0.0		0	0.4	0.3		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
V713GC - DOES/DO YOUR BROTHER(S) LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	50.8	46.4	47.8		29.8	18.9	20.7		45.9	40.7	41.5		25.5	13.2	13.8	
NO	49.2	53.4	52.1		70.2	80.7	79.0		54.1	59.3	58.5		74.5	86.8	86.2	
REFUSED	0.0	0.1	0.1		0	0.4	0.3		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
V713GD - DOES/DO YOUR SISTER(S) LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	48.9	42.3	44.4	22.4	16.5	17.4	44.9	38.0	39.1	18.4	12.4	12.7
NO	51.1	57.6	55.5	77.6	83.1	82.2	55.1	62.0	60.9	81.6	87.6	87.3
REFUSED	0	0.1	0.1	0	0.5	0.4	0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
V713GE - DOES YOUR SPOUSE LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	1.2	2.9	2.3		25.8	30.3	29.6		4.6	10.7	9.8		24.4	51.9	50.6	
NO	98.8	97.1	97.7		74.2	69.7	70.4		95.4	89.3	90.2		75.6	48.1	49.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1874	3768	5642		172	931	1103		476	2972	3448		53	1025	1078	

--RESPONSES--

ACTIVE PROPENSITY
V713GF - DO YOUR CHILDREN LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	2.8	2.3	2.5	19.6	19.4	19.5	17.3	12.6	13.3	43.7	51.4	51.0
NO	97.2	97.6	97.5	80.4	80.1	80.1	82.7	87.4	86.7	56.3	48.6	49.0
REFUSED	0.0	0.1	0.1	0	0.5	0.4	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
V713GG - DO ANY OTHER RELATIVES LIVE WITH YOU?

-----MARKET-----																			
-----YOUNG MALES-----						-----OLDER MALES-----						-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)			
						12.2	9.2	10.2	6.7	8.9	8.6	14.6	10.5	11.1	17.8	7.9	8.3		
NO						87.8	90.7	89.8	93.3	90.6	91.0	85.3	89.5	88.9	82.2	92.1	91.7		
REFUSED						0.0	0.1	0.1	0	0.5	0.4	0.1	0	0.0	0	0	0		
--TOTAL--						100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--						1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078		
--RESPONSES--																			

ACTIVE PROPENSITY
V713GH - DO ANY NON-RELATIVES LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	7.0	7.4	7.3	14.1	16.2	15.9	12.4	9.9	10.3	8.3	12.1	11.9
NO	92.9	92.6	92.7	85.9	83.3	83.7	87.6	90.1	89.7	91.7	87.9	88.1
REFUSED	0.0	0.1	0.1	0	0.5	0.4	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

ACTIVE PROPENSITY
Q71 H - DO YOU LIVE ALONE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	72.5	82.5	80.5		100.0	93.0	93.8		78.2	76.0	76.2		100.0	87.5	88.0	
NO	27.5	17.5	19.5		0	7.0	6.2		21.8	24.0	23.8		0	12.5	12.0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	14	54	68		10	74	84		3	45	48		2	55	57	

--RESPONSES--

ACTIVE PROPENSITY
Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
WHITE	73.2	87.3	82.7	75.5	89.3	87.1	69.7	86.4	83.9	56.5	87.2	85.8
BLACK	18.4	8.1	11.5	18.0	7.8	9.5	25.2	9.5	11.8	38.4	8.9	10.3
PACIFIC ISL/ASIAN	5.4	2.6	3.5	3.5	1.3	1.7	1.9	2.0	2.0	0	2.1	2.0
AMER INDIAN ALASKAN	2.3	1.2	1.6	2.0	0.8	1.0	2.6	1.6	1.8	2.9	0.8	0.9
DON'T KNOW	0.5	0.4	0.4	0	0.3	0.3	0.4	0.3	0.3	0	0.9	0.9
REFUSED	0.2	0.4	0.3	1.0	0.4	0.5	0.2	0.2	0.2	2.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1026	1078

ACTIVE PROPENSITY
Q716 - ARE YOU OF HISPANIC BACKGROUND?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
HISPANIC	13.0	6.9	8.9	18.9	5.8	7.9	16.4	9.4	10.5	11.9	9.7	9.8
NOT HISPANIC	86.7	92.9	90.9	81.1	93.8	91.8	83.4	90.4	89.4	88.1	90.2	90.1
DON'T KNOW	0.3	0.1	0.1	0	0	0	0.2	0.1	0.1	0	0	0
REFUSED	0.1	0.1	0.1	0	0.4	0.3	0	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1874	3768	5642	172	931	1103	476	2972	3448	53	1025	1078

--RESPONSES--

Part II

Reserve Component Propensity Tables

The propensity measure used for the tables in this section is Composite Reserve Propensity. Composite Reserve Propensity is based on responses to two questions regarding the likelihood of serving in the National Guard (Q505) or in the Reserves (Q507).

The response options for each of the items are "definitely enlist," "probably enlist," "probably not enlist" and "definitely not enlist." Composite Reserve Propensity is the respondent's most positive response to the two items about enlisting in the Reserve Components. Individuals who indicated that they would "probably enlist" in the National Guard, but "probably not enlist" in the Reserves, for example, were assigned a value of "probably enlist" on the Composite Reserve Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know," or "refuse" comprise the negative propensity category shown in the tables.

Composite Reserve Propensity presented in these tables is the same as that in the YATS II supplementary tables for 1984 through 1986 but differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The 1983 measure was based on six items taken from the Reserve Component Attitude Study (RCAS) rather than the two items used here. Thus, results of Reserve propensity are directly comparable to the results for 1984 through 1986 but not the 1983 results.

RESERVE PROPENSITY
Q403 - AGE ON LAST BIRTHDAY?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
16	31.0	24.2	25.7		0	0	0		34.5	26.0	26.7		0	0	0	
17	28.9	25.4	26.1		0	0	0		21.8	22.7	22.6		0	0	0	
18	17.2	17.9	17.7		0	0	0		16.1	15.0	15.1		0	0	0	
19	9.5	14.1	13.1		0	0	0		11.5	14.8	14.6		0	0	0	
20	8.4	9.5	9.2		0	0	0		9.3	10.4	10.3		0	0	0	
21	5.1	8.9	8.1		0	0	0		6.8	11.1	10.7		0	0	0	
22	0	0	0		34.4	33.6	33.7		0	0	0		30.5	32.7	32.7	
23	0	0	0		34.6	34.8	34.8		0	0	0		41.5	33.8	34.1	
24	0	0	0		31.0	31.5	31.5		0	0	0		28.0	33.5	33.3	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
7TH GRADE OR LESS	0.4	0.3	0.4		1.1	0.7	0.7		1.1	0.4	0.4		0	0.8	0.7	
8TH GRADE	2.6	1.2	1.5		4.1	1.5	1.8		1.8	1.2	1.2		0	1.2	1.2	
9TH GRADE	10.6	6.6	7.4		5.0	2.1	2.5		12.4	3.7	4.4		0	2.8	2.7	
10TH GRADE	29.7	23.8	25.0		4.5	3.6	3.7		28.7	23.0	23.5		0	3.8	3.6	
11TH GRADE	31.4	27.6	28.4		12.4	6.7	7.5		26.6	26.8	26.8		10.1	6.0	6.2	
12TH GRADE	22.0	28.9	27.5		62.4	60.1	60.4		17.6	33.1	31.7		64.3	57.4	57.7	
COLLEGE FRESHMAN	2.5	9.9	8.4		5.7	13.3	12.3		9.7	9.7	9.7		12.7	19.4	19.2	
COLLEGE SOPHOMORE	0.3	0.6	0.5		2.7	7.9	7.2		0.6	0.8	0.8		5.8	4.3	4.3	
JUNIOR/COMM COLLEGE	0	0.3	0.3		0	1.6	1.4		1.0	0.6	0.6		4.2	0.9	1.0	
VOC/BUS/TRADE SCHOOL	0.6	0.7	0.7		2.0	2.4	2.4		0.6	0.8	0.8		2.9	3.5	3.5	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5842		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
V405 - RESPONDENTS' DEGREES, DIPLOMAS, OR CERTIFICATES

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
ADULT BASIC ED (ABE)	0.1	0.1	0.1		0	0.5	0.5		0	0.1	0.1		0	1.0	0.9	
GED	1.5	1.2	1.2		3.2	4.8	4.6		0.8	2.2	2.1		8.4	5.9	6.0	
HIGH SCHOOL DIPLOMA	23.7	38.0	35.0		68.3	77.5	76.2		26.4	41.6	40.4		73.2	77.3	77.2	
VOCATIONAL/BUSINESS/TRADE	2.2	2.9	2.8		14.9	14.7	14.7		4.4	4.5	4.5		20.7	18.8	18.9	
OTHER	3.1	2.7	2.8		5.1	4.4	4.5		4.5	4.2	4.2		5.8	5.8	5.8	

-----Questions permitted as many as 7 responses-----

--TOTAL--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078
--COUNT--												

RESERVE PROPENSITY
V408 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
HS DIPLOMA	97.3	96.7	93.8		94.5	94.3	94.3		97.7	96.0	96.1		92.9	93.6	93.6	
ABE CERTIFICATE	0	0.1	0.1		0	0.2	0.2		0	0.3	0.3		0	0.1	0.1	
GED CERTIFICATE	2.7	2.4	2.5		4.9	5.1	5.1		2.3	2.9	2.8		7.1	3.8	3.9	
OTHER HS CERTIFICATE	0	0.4	0.3		0.6	0.2	0.2		0	0.7	0.7		0	2.1	2.1	
NO,NONE	0	0.4	0.3		0	0.2	0.2		0	0.2	0.2		0	0.4	0.3	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	292	1718	2010		109	775	884		82	1406	1488		37	864	901	

RESERVE PROPENSITY

Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT)
 - ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT)

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	70.5	69.4	69.6	14.8	15.9	15.7	72.6	63.7	64.5	14.8	12.8	12.9
NO	28.5	29.4	29.2	81.5	83.4	83.2	26.4	35.8	35.0	85.2	86.4	86.4
DON'T KNOW	1.1	1.2	1.2	3.6	0.7	1.1	1.0	0.4	0.5	0	0.7	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q408A - WHAT KIND OF SCHOOL OR TRAINING PROGRAM WILL YOU BE ENROLLED IN?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
NONE	0.8	0.9	0.9		3.6	1.3	1.6		0.7	0.8	0.8		0	4.1	4.0				
ABE	0.8	1.0	1.0		3.3	3.1	3.1		2.2	1.2	1.3		0	3.7	3.6				
HIGH SCHOOL	81.3	66.3	69.5		4.9	3.5	3.7		76.6	64.7	65.8		0	0	0				
GED	2.2	0.9	1.2		12.1	4.0	5.1		1.2	2.6	2.5		15.2	5.3	5.8				
JOBS/WIN/CETA	0.5	0.3	0.4		6.4	1.1	1.8		1.2	0.8	0.8		0	2.4	2.3				
OJT PROGRAM	0.4	0.6	0.6		20.9	10.1	11.5		1.1	0.6	0.6		48.9	2.7	4.7				
APPRENTICE	0.5	0.8	0.8		0	9.7	8.4		0	0.6	0.6		0	0	0				
VOC/BUS/TRADE	4.2	4.5	4.4		40.2	26.1	28.0		5.0	4.5	4.6		0	25.6	24.5				
JR COLLEGE	4.0	11.7	10.1		8.5	26.7	24.3		7.1	11.5	11.1		35.9	38.6	38.5				
COLLEGE	5.3	13.0	11.3		0	14.4	12.5		4.8	12.7	12.0		0	17.4	16.7				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	855	3053	3908		22	150	172		222	2068	2290		6	137	143				

RESERVE PROPENSITY
Q408B AND Q408C - WHAT GRADE WILL YOU BE ENROLLED IN OCT 1987?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
8TH GRADE	0.4	0.1	0.1		0	0	0		0	0	0		0	0	0	
9TH GRADE	1.5	0.8	0.9		0	0	0		1.9	0.5	0.6		0	0	0	
10TH GRADE	12.4	6.9	8.0		0	0	0		12.8	4.1	4.9		0	0	0	
11TH GRADE	38.5	32.0	33.3		0	5.6	5.4		42.2	33.2	34.0		0	0	0	
12TH GRADE	37.8	33.9	34.7		36.7	4.9	6.3		30.3	35.7	35.2		0	0	0	
COLLEGE FRESHMAN	5.9	14.8	12.9		63.3	36.7	37.8		6.0	17.0	15.9		100.0	48.6	50.1	
COLLEGE SOPHOMORE	3.4	10.9	9.3		0	46.5	44.5		6.3	8.8	8.5		0	45.5	44.2	
JUNIOR/COMM COLLEGE	0.2	0.5	0.5		0	6.2	6.0		0.6	0.7	0.7		0	4.8	4.7	
VOC/BUS/TRADE SCHOOL	0	0.2	0.2		0	0	0		0	0.1	0.1		0	1.0	1.0	
DON'T KNOW	0	0.1	0.1		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	768	2776	3544		3	69	72		192	1856	2048		2	72	74	

--RESPONSES--

RESERVE PROPENSITY
Q409 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
FULL-TIME	91.8	89.2	89.7		21.3	40.5	38.0		90.7	87.7	88.0		39.2	45.5	45.3	
PART-TIME	7.9	10.4	9.8		73.2	59.0	60.8		8.9	12.3	11.9		60.8	53.7	54.0	
DON'T KNOW	0.4	0.4	0.4		5.6	0.5	1.1		0.4	0.0	0.1		0	0.8	0.7	
REFUSED	0	0.1	0.0		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	848	3027	3875		21	148	169		220	2048	2268		6	131	137	

RESERVE PROPENSITY
Q409B TIME - NUMBER OF MONTHS SINCE YOU LAST ATTENDED SCHOOL

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
UP TO 1 MONTH	9.6	9.8	9.7	0	0.2	0.2	13.7	6.8	7.3	0	0.6	0.6
ONE MONTH	1.1	2.2	1.9	0.7	0.4	0.5	2.6	2.9	2.9	0	0.3	0.2
2 MONTHS	3.4	6.2	5.6	0	0.4	0.3	5.7	3.9	4.0	3.5	0.3	0.4
3 MONTHS	11.2	9.1	9.5	0	1.2	1.0	10.5	8.1	8.3	0	0.6	0.6
4 TO 6 MONTHS	10.9	9.0	9.4	0.6	1.7	1.6	13.3	11.3	11.5	1.6	1.5	1.5
7 TO 12 MONTHS	7.9	6.4	6.7	1.9	3.4	3.2	1.3	7.6	7.2	3.0	2.8	2.8
13 TO 18 MONTHS	18.5	19.4	19.2	3.8	3.0	3.1	19.5	19.5	19.5	11.5	4.7	5.0
19 TO 24 MONTHS	4.5	4.6	4.6	3.7	2.4	2.6	7.0	5.0	5.1	11.0	4.6	4.8
25 MONTHS OR MORE	33.0	33.3	33.3	89.2	87.3	87.6	26.3	34.7	34.2	69.5	84.7	84.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	355	1323	1678	124	751	875	77	1073	1150	36	867	903

RESERVE PROPENSITY
Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1988-89?

-----MARKET-----																																																											
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																												
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																												
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																												
83.8					77.3					78.7					67.3					51.4					53.6					88.1					79.7					80.4					74.0					48.0					49.0				
13.6					19.7					18.4					29.3					44.8					42.7					9.2					18.4					17.6					26.0					47.9					47.1				
2.6					2.9					2.9					3.4					3.8					3.7					2.7					1.9					2.0					0					4.1					3.9				
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
1221					4421					5642					154					949					1103					303					3145					3448					43					1035					1078				

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
Q410B - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1988-89?

-----MARKET-----																																																											
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																												
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																												
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																												
69.4					49.3					52.6					61.6					35.7					38.3					54.2					54.7					45.4					49.7					49.6									
18.9					43.8					39.3					34.6					55.5					53.5					38.0					37.4					40.8					41.1														
11.7					6.9					7.7					3.8					8.8					8.3					7.7					7.9					0					9.5					9.3									
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0									
213					988					1201					55					471					526					38					613					651					12					538					550				

--RESPONSES--

YES

NO

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
HIGH SCHOOL	31.4	23.9	25.6	7.9	1.9	2.9	28.2	22.0	22.5	4.1	3.5	3.6
VOC/BUS/TRADE	23.9	19.9	20.8	52.0	45.0	46.2	19.4	17.6	17.8	31.6	34.6	34.5
JR COLLEGE	13.1	14.9	14.5	23.7	26.6	26.1	21.9	20.3	20.5	40.7	35.1	35.3
COLLEGE	28.3	38.0	35.8	9.4	21.8	19.7	26.5	36.8	35.9	23.6	22.0	22.0
GRADUATE/PROFESSIONAL	0.1	0.5	0.4	0.6	0.3	0.4	0	0.6	0.5	0	0.8	0.7
DON'T KNOW	3.2	2.9	3.0	5.8	4.4	4.6	4.0	2.7	2.8	0	4.1	3.9
REFUSED	0	0	0	0.7	0	0.1	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1151	3912	5063	134	643	777	289	2845	3134	37	760	797

RESERVE PROPENSITY
Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
FULL-TIME	58.1	65.4	63.9	29.4	24.0	24.8	60.6	59.1	59.3	38.1	21.1	21.8
PART-TIME	38.0	31.3	32.0	60.4	72.9	71.8	35.7	37.2	37.0	61.9	76.6	75.9
DON'T KNOW	3.7	3.3	3.4	4.2	3.2	3.3	3.7	3.7	3.7	0	2.3	2.2
REFUSED	0.2	0	0.0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	778	2990	3768	122	632	754	197	2241	2438	36	731	767

RESERVE PROPENSITY
Q413 - HOW MUCH WOULD ONE YEAR OF EDUCATION COST YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
LESS THAN \$1000	11.0	11.7	11.5	19.2	21.6	21.2	11.4	12.7	12.6	7.6	22.6	21.9
\$1000-\$1999	20.2	18.5	18.8	20.4	26.1	25.2	17.1	20.7	20.4	27.9	25.3	25.4
\$2000-\$2999	21.9	18.0	18.8	25.5	15.8	17.3	24.7	20.3	20.7	25.0	21.3	21.5
\$3000-\$3999	14.8	12.0	12.6	11.3	11.3	11.3	13.8	13.0	13.1	18.6	11.6	11.9
\$4000-\$4999	9.5	10.5	10.3	10.5	7.7	8.1	5.9	8.7	8.5	9.0	4.8	4.9
MORE THAN \$5000	22.4	29.2	27.8	11.6	17.1	16.2	27.1	24.3	24.6	11.8	14.4	14.3
REFUSED	0.2	0.2	0.2	1.5	0.4	0.6	0	0.3	0.3	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	778	2990	3768	122	632	754	197	2241	2438	36	731	767

RESERVE PROPENSITY
Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
ALL EXPENSES	21.6	30.3	28.5		24.1	45.1	41.7		23.1	28.0	27.6		16.6	38.1	37.2	
MORE THAN 3/4	5.7	4.8	5.0		6.2	5.1	5.2		4.1	3.6	3.7		2.6	2.2	2.2	
ABOUT 3/4	14.2	14.1	14.1		6.6	11.2	10.5		14.0	10.7	10.9		12.7	7.8	8.0	
ABOUT 1/2	36.6	29.2	30.8		28.8	23.1	24.0		27.8	30.4	30.1		30.0	27.4	27.6	
ABOUT 1/4	12.5	12.6	12.6		17.2	9.3	10.6		15.4	14.4	14.5		32.1	13.2	14.1	
LESS THAN 1/4	3.9	5.3	5.1		9.3	2.8	3.9		7.0	5.7	5.8		2.7	3.9	3.8	
NONE	4.5	3.3	3.5		7.9	3.2	4.0		8.8	6.9	7.0		3.4	6.9	6.7	
REFUSED	0.9	0.3	0.4		0	0.2	0.2		0	0.4	0.3		0	0.5	0.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	778	2990	3768		122	632	754		197	2241	2438		36	731	767	

RESERVE PROPENSITY

Q415 - HIGHEST GRADE OR YEAR OF SCHOOL OR COLLEGE YOU WOULD EVENTUALLY LIKE TO COMPLETE?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	--YOUNG MALES--		--OLDER MALES--		--YOUNG MALES--		--OLDER MALES--		--YOUNG FEMALES--		--OLDER FEMALES--	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
8TH GRADE	0.1	0.2	0.1	0	0.7	0.6	0	0.1	0.1	0	0.1	0.1
9TH GRADE	0.0	0.2	0.2	0	0.2	0.2	0	0.2	0.2	0	0.1	0.1
10TH GRADE	0.3	0.3	0.3	0	0.6	0.5	0.3	0.2	0.2	0	0.4	0.4
11TH GRADE	0.1	0.3	0.3	1.7	0.8	0.9	0.2	0.4	0.4	2.5	0.6	0.6
12TH/HS GRADUATE	15.1	11.1	11.9	6.8	17.2	15.7	9.4	9.2	9.2	5.7	15.5	15.1
13TH	2.3	2.4	2.4	6.9	6.8	6.8	2.4	3.5	3.4	5.4	7.0	6.9
14TH	19.2	17.2	17.6	29.7	28.7	28.9	21.1	17.7	18.0	27.0	25.2	25.3
15TH	1.7	1.6	1.6	0.9	1.8	1.7	1.0	1.0	1.0	8.3	1.5	1.8
16TH/COLLEGE GRAD	43.0	43.5	43.4	36.2	28.9	29.9	46.5	45.4	45.5	48.0	32.9	33.5
17TH, GRAD SCHOOL	2.0	3.1	2.9	1.2	0.7	0.8	0.9	2.8	2.7	0	1.4	1.3
18TH, GRAD SCHOOL	6.0	6.2	6.1	2.9	2.5	2.5	5.4	6.6	6.5	0	2.2	2.1
19TH, GRAD SCHOOL	1.4	2.6	2.4	1.3	0.5	0.6	1.8	1.9	1.9	0	0.2	0.2
20TH	3.7	5.9	5.4	0.5	2.8	2.5	7.5	5.4	5.6	3.1	2.0	2.0
DON'T KNOW	5.3	5.2	5.2	11.8	7.7	8.2	3.6	5.5	5.3	0	10.1	9.8
REFUSED	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0	0.7	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q416 - ARE YOU CURRENTLY EMPLOYED, EITHER FULL OR PART-TIME?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)				
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)				
--RESPONSES--																			
YES					54.9	62.4	60.8	81.4	89.3	88.2	45.8	56.6	55.7	63.4	65.0	64.9			
NO					45.1	37.6	39.2	18.6	10.7	11.8	54.2	43.4	44.3	36.6	35.0	35.1			
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--					1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078			

RESERVE PROPENSITY
Q417 - ARE YOU LOOKING FOR WORK NOW?

-----MARKET-----																	
-----YOUNG MALES-----						-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	
YES						63.5	47.2	51.1	88.9	69.3	73.6	63.9	46.5	48.4	61.1	26.4	27.8
NO						36.5	52.8	48.9	11.1	30.7	26.4	36.1	53.5	51.6	38.9	73.6	72.2
---TOTAL---						100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---						552	1683	2235	27	104	131	161	1360	1521	13	352	365

RESERVE PROPENSITY

Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

-----MARKET-----

---RESPONSES---	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS	NEG	TOTAL	POS	NEG	TOTAL	POS	NEG	TOTAL	POS	NEG	TOTAL
	PROP (PCT)	PROP (PCT)	(PCT)	PROP (PCT)	PROP (PCT)	(PCT)	PROP (PCT)	PROP (PCT)	(PCT)	PROP (PCT)	PROP (PCT)	(PCT)
YES	76.7	76.0	76.1	96.9	91.1	92.4	65.2	65.4	65.4	93.3	89.8	90.0
NO	23.3	24.0	23.9	3.1	8.9	7.6	34.8	34.6	34.6	6.7	10.2	10.0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	552	1683	2235	27	104	131	161	1360	1521	13	352	365

RESERVE PROPENSITY
Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
A NEW JOB	24.2	19.8	20.7	31.3	18.4	20.0	37.2	19.4	20.7	33.9	23.0	23.4
A SECOND JOB	12.6	6.4	7.6	7.3	4.8	5.1	8.0	7.3	7.3	14.5	4.4	4.7
ANOTHER WAY	6.6	6.4	6.4	16.5	10.3	11.1	13.0	6.4	6.8	3.3	5.7	5.6
NOT LOOKING	56.6	67.3	65.3	44.9	66.5	63.8	41.8	66.9	65.1	48.2	67.0	66.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	669	2739	3408	127	846	973	142	1785	1927	30	683	713

RESERVE PROPENSITY
Q422B - DURING THE LAST YEAR, HOW MANY WEEKS WERE YOU EMPLOYED 10+ HOURS?

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
0-10 WEEKS	32.8	24.5	26.2	11.2	6.2	6.9	28.6	28.3	28.4	14.1
11-20 WEEKS	19.7	21.0	20.7	8.2	3.6	4.3	23.5	20.5	20.8	14.2
21-30 WEEKS	9.7	8.9	9.0	9.1	5.3	5.9	7.8	9.4	9.2	13.9
31-40 WEEKS	8.1	8.4	8.3	9.4	6.9	7.3	10.0	7.5	7.7	3.3
41-52 WEEKS	28.2	35.8	34.2	59.4	76.8	74.4	28.5	33.2	32.9	54.4
DON'T KNOW	1.5	1.4	1.4	1.5	1.1	1.1	1.7	1.1	1.1	0
REFUSED	0	0.1	0.1	1.1	0	0.2	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1091	4014	5105	153	939	1092	252	2680	2932	42
										995
										1037

RESERVE PROPENSITY
Q424A - HOW MANY HOURS DO/DID YOU USUALLY WORK PER WEEK AT MAIN/LAST JOB?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
1-34	56.2	53.7	54.2		14.4	9.9	10.5		60.4	59.1	59.3		30.0	27.7	27.8	
35-44	30.6	30.1	30.2		48.1	48.5	48.4		30.5	34.4	34.1		61.0	61.8	61.7	
OVER 44	12.3	15.6	14.9		37.0	41.3	40.7		6.9	5.7	5.8		8.9	9.9	9.8	
DON'T KNOW	0.6	0.5	0.6		0.4	0.2	0.2		2.2	0.8	0.9		0	0.5	0.5	
REFUSED	0.2	0.1	0.1		0	0.1	0.1		0	0.0	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1091	4014	5105		163	939	1092		252	2680	2932		42	995	1037	

--RESPONSES--

RESERVE PROPENSITY
Q4248TIME -NO. OF MONTHS SINCE YOU LAST WORKED FOR PAY

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
UP TO 1 MONTH	25.7	26.8	26.5		11.7	22.7	20.1		33.1	22.3	23.4		9.9	6.8	7.0	
ONE MONTH	28.8	27.7	28.0		25.3	10.4	13.8		22.3	25.4	25.1		0	7.6	7.3	
2 MONTHS	14.8	16.9	16.3		0	15.6	12.0		12.3	11.7	11.8		0	5.5	5.3	
3 MONTHS	8.0	6.1	6.6		0	3.4	2.6		4.9	6.1	6.0		6.8	5.7	5.7	
4 TO 6 MONTHS	5.3	6.5	6.2		30.9	12.4	16.6		8.1	9.0	8.9		26.5	10.4	11.0	
7 TO 12 MONTHS	6.7	7.0	7.0		21.4	15.8	17.1		5.7	7.4	7.2		28.7	17.2	17.7	
13 TO 18 MONTHS	5.4	5.4	5.4		7.0	6.5	6.6		4.6	8.4	8.0		17.0	11.2	11.5	
19 TO 24 MONTHS	1.2	1.1	1.2		3.7	0	0.9		1.7	1.9	1.9		0	4.3	4.2	
25 MONTHS OR MORE	4.2	2.4	2.8		0	13.3	10.2		7.2	7.8	7.7		11.1	31.3	30.5	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	416	1229	1645		25	89	114		107	877	984		11	303	314	

RESERVE PROPENSITY
Q430 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
PRIVATE COMPANY	82.7	85.9	85.2		87.7	83.7	84.3		76.3	85.0	84.3		72.5	85.6	85.1	
GOVERNMENT	7.6	5.9	6.3		5.7	7.1	6.9		15.6	9.2	9.7		16.1	10.0	10.2	
SELF EMPLOYED	5.2	5.2	5.2		6.1	8.1	7.8		5.2	4.0	4.1		11.5	3.8	4.1	
NO PAY/FAMILY	4.2	3.0	3.2		0.5	0.9	0.9		2.9	1.8	1.9		0	0.5	0.5	
REFUSED	0.3	0.0	0.1		0	0.1	0.1		0	0.0	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1091	4014	5105		153	939	1092		252	2680	2932		42	995	1037	

RESERVE PROPENSITY
Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)				
--RESPONSES--																			
EXTREMELY SATISFIED					24.6	30.2	29.0	30.0	30.6	30.5	24.3	31.0	30.4	17.7	29.0	28.6			
SOMEWHAT SATISFIED					51.5	48.2	48.9	42.9	50.1	49.1	45.0	47.2	47.0	43.7	43.9	43.9			
NEITHER					11.3	10.4	10.6	6.6	7.3	7.2	14.1	8.2	8.7	14.0	10.3	10.4			
SOMEWHAT DISSATISFIED					8.3	8.1	8.2	16.6	9.2	10.3	11.1	9.3	9.5	11.9	9.1	9.2			
EXTREMELY DISSATISFIED					3.9	3.1	3.3	3.9	2.2	2.5	5.5	4.0	4.2	12.6	7.5	7.7			
DON'T KNOW					0.1	0.1	0.1	0	0.3	0.3	0	0.1	0.1	0	0.1	0.1			
REFUSED					0.3	0	0.1	0	0.1	0.1	0	0.0	0.0	0	0.1	0.1			
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--					1091	4014	5105	153	939	1092	252	2680	2932	42	995	1037			

RESERVE PROPENSITY
Q434WAGE - MONTHLY RATE OF PAY FOR DIFFERENT FULL-TIME JOBS

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG FEMALES-----		-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
UP TO \$500	2.0	2.1	2.1	0.5	1.3	1.2	2.5	2.5	2.5	1.9	1.2	1.2
\$501-\$600	17.3	12.9	13.9	3.8	2.2	2.4	28.8	23.1	23.6	3.1	8.8	8.6
\$601-\$700	17.9	15.9	16.3	1.6	1.7	1.7	18.8	19.9	19.8	13.1	10.1	10.2
\$701-\$800	9.0	6.7	7.2	0.5	1.8	1.6	6.7	8.1	8.0	8.3	5.0	5.2
\$801-\$900	18.6	18.6	18.6	10.4	7.0	7.5	13.8	17.2	16.9	12.8	14.1	14.0
\$901-\$1100	11.4	12.7	12.5	13.5	8.5	9.2	13.3	11.7	11.8	8.8	14.9	14.6
\$1101-\$1300	8.0	8.7	8.5	15.1	10.0	10.7	7.8	7.1	7.1	28.8	14.4	15.0
\$1301-\$1500	5.1	6.9	6.5	17.2	11.9	12.6	3.0	4.8	4.6	7.0	10.9	10.8
\$1501-\$1700	4.8	8.1	7.4	12.7	20.6	19.5	3.6	3.7	3.7	9.2	8.5	8.5
\$1701-\$1900	1.8	1.4	1.5	6.0	5.1	5.2	0	0.3	0.3	0	2.0	2.0
MORE THAN \$1900	4.1	6.0	5.6	18.8	30.0	28.4	1.6	1.6	1.6	7.0	10.1	10.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1177	4262	5439	149	905	1054	290	2981	3271	39	979	1018

--RESPONSES--

RESERVE PROPENSITY

Q436 HOW DIFFICULT IS IT FOR SOMEONE YOUR AGE TO GET A FULL-TIME JOB IN YOUR COMMUNITY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
ALMOST IMPOSSIBLE	12.3	9.1	9.8		11.3	8.0	8.5		14.8	9.3	9.7		7.4	7.4	7.4	
VERY DIFFICULT	20.9	19.6	19.9		17.7	17.7	17.7		28.2	22.4	22.9		28.2	19.9	20.2	
DIFFICULT	43.7	42.2	42.5		39.3	35.8	36.3		33.3	43.2	42.3		34.8	39.7	39.5	
NOT DIFFICULT	22.4	28.0	26.8		31.7	36.8	36.1		22.5	23.8	23.7		29.6	31.5	31.4	
DON'T KNOW	0.6	1.1	1.0		0	1.6	1.4		1.2	1.3	1.3		0	1.5	1.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
Q437 - HOW DIFFICULT IS IT FOR SOMEONE YOUR AGE TO GET A PART-TIME JOB IN YOUR COMMUNITY?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
---RESPONSES---																			
ALMOST IMPOSSIBLE	3.4	2.0	2.3		6.6	2.4	3.0		5.4	2.3	2.6		3.5	2.8	2.8				
VERY DIFFICULT	7.7	5.8	6.2		6.2	6.2	6.2		12.1	5.6	6.1		10.8	6.2	6.4				
DIFFICULT	26.8	22.9	23.7		25.3	22.0	22.5		27.5	25.7	25.9		20.2	24.7	24.6				
NOT DIFFICULT	61.0	68.7	67.1		60.8	67.3	66.4		53.7	65.2	64.3		65.5	64.4	64.5				
DON'T KNOW	1.1	0.6	0.7		0.6	2.1	1.9		1.4	1.1	1.2		0	1.8	1.7				
REFUSED	0	0.0	0.0		0.6	0	0.1		0	0	0		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

RESERVE PROPENSITY.
Q438 - WHAT DO YOU THINK YOU MIGHT BE DOING IN THE NEXT FEW YEARS?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
ATTENDING SCHOOL	72.4	73.3	73.1	42.1	35.7	38.6		77.0	76.3	76.3	
WORKING	59.6	67.7	66.0	86.1	89.5	89.0		62.6	69.6	69.0	
DOING NOTHING	0.7	0.4	0.4	0.0	1.1	1.0		0.3	1.1	1.0	
OTHER	8.7	8.4	8.4	17.7	9.6	10.7		11.3	12.3	12.2	
JOINING MILITARY	23.2	5.4	9.2	9.2	0.4	1.7		16.0	0.7	2.0	
---TOTAL---	-----Question permitted as many as 5 responses-----										
---COUNT---	1221	4421	5642	154	949	1103		303	3145	3448	
								43	1035		
										1078	

RESERVE PROPENSITY
Q440 -(IF Q438=JOIN) WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
AIR FORCE	33.9	32.5	33.3		46.7	17.9	40.1		36.0	62.6	44.4		35.1	59.6	47.6	
ARMY	31.4	26.7	29.2		18.3	60.3	27.9		33.9	11.8	26.9		0	0	0	
COAST GUARD	2.5	0.9	1.7		0	0	0		2.0	4.3	2.7		0	0	0	
MARINE CORPS	15.2	18.0	16.5		9.2	0	7.1		9.1	3.8	7.4		0	40.4	20.7	
NAVY	13.7	21.6	17.4		25.8	21.9	24.9		15.0	17.5	15.8		64.9	0	31.7	
DON'T KNOW	3.3	0.3	1.9		0	0	0		4.0	0	2.7		0	0	0	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	274	236	510		16	4	20		53	26	79		2	3	5	

RESERVE PROPENSITY
Q441 - WHAT TYPE OF SERVICE WOULD THAT BE?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)				
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)				
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RESERVE PROPENSITY
Q442 - WHICH BRANCH WOULD BE YOUR SECOND CHOICE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	22.3	23.5	22.9	0	0	0	18.5	18.3	18.5	0	40.4	20.7
ARMY	23.4	23.5	23.5	36.5	39.7	37.3	19.7	26.5	21.9	64.9	27.9	46.0
COAST GUARD	2.6	3.7	3.1	0	0	0	1.4	0	0.9	0	0	0
MARINE CORPS	17.4	13.2	15.4	30.1	0	23.2	19.4	0	13.1	0	0	0
NAVY	22.6	20.7	21.7	33.4	0	25.7	20.6	20.2	20.4	0	0	0
NONE	10.6	12.2	11.4	0	60.3	13.8	18.9	35.1	24.1	35.1	31.7	33.4
DON'T KNOW	1.0	3.2	2.0	0	0	0	1.5	0	1.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	265	235	500	16	4	20	51	26	77	2	3	5

RESERVE PROPENSITY
Q443 - WHAT TYPE OF SERVICE WOULD YOUR SECOND CHOICE BE?

-----MARKET-----																			
-----YOUNG MALES-----						-----OLDER MALES-----						-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
--RESPONSES--	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)			
ACTIVE DUTY	61.4	87.7	73.6	55.4	55.1	55.4	30.6	87.0	46.5	0	59.2	31.0							
RESERVES	26.1	6.4	16.9	13.9	44.9	17.2	50.3	6.8	38.0	0	40.8	21.4							
NATIONAL GUARD	10.3	1.7	6.3	18.5	0	16.5	15.8	6.3	13.1	100.0	0	47.6							
DON'T KNOW	2.3	4.1	3.1	12.2	0	10.9	3.3	0	2.4	0	0	0							
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
--COUNT--	233	201	434	16	2	18	40	17	57	1	2	3							

RESERVE PROPENSITY
Q501 - HOW LIKELY ARE YOU TO WORK AS A WAITRESS/LABORER?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	7.2	6.0	6.3		8.5	9.4	9.3		3.7	3.2	3.2		1.6	2.1	2.0	
PROBABLY	32.7	20.5	23.1		51.7	20.0	24.4		26.4	13.4	14.5		19.6	10.5	10.8	
PROBABLY NOT	34.3	36.1	35.7		23.6	30.8	29.8		29.0	28.5	28.5		14.7	20.4	20.1	
DEFINITELY NOT	25.8	37.3	34.9		16.2	39.6	36.3		40.9	54.9	53.7		64.1	67.1	67.0	
DON'T KNOW	0.0	0.1	0.1		0	0.1	0.1		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
Q502 - HOW LIKELY ARE YOU TO WORK AT A DESK IN A BUSINESS OFFICE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	6.1	5.1	5.3		4.1	6.9	6.5		8.4	12.4	12.0		9.9	19.3	18.9	
PROBABLY	28.5	27.5	27.7		29.6	23.0	23.9		56.3	47.6	48.3		58.7	42.5	43.1	
PROBABLY NOT	39.2	39.5	39.4		33.7	33.8	33.8		23.6	28.3	27.9		13.0	23.6	23.2	
DEFINITELY NOT	25.6	27.7	27.2		32.6	35.9	35.5		11.8	11.6	11.6		18.4	14.6	14.8	
DON'T KNOW	0.5	0.3	0.4		0	0.3	0.3		0	0.1	0.1		0	0	0	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

---RESPONSES---

RESERVE PROPENSITY
Q503 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
DEFINITELY	13.7	4.3	6.3	4.6	0.4	1.0	11.0	0.4	1.3	5.8	0.6
PROBABLY	54.4	11.2	20.3	43.3	3.3	8.9	56.8	4.7	9.1	45.9	3.0
PROBABLY NOT	19.3	31.8	29.2	26.8	26.1	26.2	19.2	19.1	19.1	26.0	14.6
DEFINITELY NOT	11.6	52.5	43.9	24.8	70.0	63.7	12.9	75.8	70.4	22.2	81.9
DON'T KNOW	0.9	0.2	0.4	0.5	0.2	0.3	0	0.0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035
											1078

RESERVE PROPENSITY
Q504 - HOW LIKELY ARE YOU TO WORK AS A SALESPERSON?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	3.3	4.3	4.1		4.2	4.6	4.5		5.6	5.5	5.5		7.1	3.7	3.8	
PROBABLY	24.8	25.1	25.1		31.4	21.9	23.2		45.3	38.7	39.2		42.0	30.8	31.2	
PROBABLY NOT	36.3	35.1	35.4		29.1	28.0	28.1		25.5	27.0	26.9		18.9	22.8	22.7	
DEFINITELY NOT	35.5	35.2	35.3		34.2	45.3	43.8		23.6	28.7	28.3		31.9	42.7	42.3	
DON'T KNOW	0.1	0.3	0.2		1.1	0.2	0.3		0	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
Q505 - HOW LIKELY ARE YOU TO SERVE IN THE NATIONAL GUARD?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
DEFINITELY	3.4	0	0.7		2.6	0	0.4		4.8	0	0.4		6.3	0	0.2				
PROBABLY	59.7	0	12.6		62.4	0	8.7		51.2	0	4.4		51.7	0	1.9				
PROBABLY NOT	22.0	38.4	34.9		19.8	28.5	27.3		24.0	19.3	19.7		13.0	14.1	14.1				
DEFINITELY NOT	14.8	61.4	51.5		15.1	71.4	63.5		20.0	80.7	75.5		29.0	85.8	83.7				
DON'T KNOW	0.1	0.2	0.2		0	0.1	0.1		0	0.0	0.0		0	0.1	0.1				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

--RESPONSES--

Q506 - (IF Q505=DEFINITELY OR PROBABLY) SPECIFY BRANCH OF THE NATIONAL GUARD

RESERVE PROPENSITY

--RESPONSES--	-----MARKET-----			
	YOUNG MALES (PERCENT)	OLDER MALES (PERCENT)	YOUNG FEMALES (PERCENT)	OLDER FEMALES (PERCENT)
AIR NATIONAL GUARD	41.2	35.6	37.8	22.4
ARMY NATIONAL GUARD	56.2	61.7	61.6	74.0
DON'T KNOW	2.6	2.6	0.6	3.6
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	760	98	172	25

RESERVE PROPENSITY
Q507 - HOW LIKELY ARE YOU TO SERVE IN THE RESERVES?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
DEFINITELY	8.7	0	1.8		3.8	0	0.5		7.7	0	0.7		1.5	0	0.1				
PROBABLY	70.5	0	14.9		71.8	0	10.0		76.9	0	6.5		86.4	0	3.2				
PROBABLY NOT	15.1	42.4	36.6		11.7	29.8	27.3		11.6	21.6	20.7		9.3	15.9	15.6				
DEFINITELY NOT	5.3	57.5	46.5		12.7	69.9	62.0		3.9	78.3	72.0		2.9	84.1	81.0				
DON'T KNOW	0.3	0.1	0.2		0	0.3	0.3		0	0.1	0.1		0	0.1	0.1				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

--COUNT--

Q508 - (IF Q507 = DEFINITELY OR PROBABLY)--SPECIFY BRANCH OF RESERVES

RESERVE PROPENSITY

-----MARKET-----

	YOUNG MALES (PERCENT)	OLDER MALES (PERCENT)	YOUNG FEMALES (PERCENT)	OLDER FEMALES (PERCENT)
--RESPONSES--				
AIR FORCE RESERVE	30.7	37.0	33.4	39.9
ARMY RESERVE	37.3	36.0	40.4	41.7
COAST GRD RESERVE	4.8	1.3	3.7	0
MARINE RESERVE	12.8	11.2	11.6	2.8
NAVAL RESERVE	13.2	10.7	9.8	11.0
DON'T KNOW	1.3	3.9	1.1	4.6
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	953	121	252	38

RESERVE PROPENSITY
Q509 -HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE COAST GUARD?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	2.0	0.3	0.6		3.8	0.3	0.8		2.6	0.1	0.3		5.8	0	0.2	
PROBABLY	21.2	2.9	6.8		26.8	1.2	4.8		17.3	1.1	2.5		19.5	0.1	0.8	
PROBABLY NOT	43.2	35.4	37.0		32.2	26.6	27.4		40.8	18.9	20.8		30.8	13.2	13.9	
DEFINITELY NOT	33.1	61.2	55.3		37.2	71.8	67.0		39.3	79.8	76.3		43.9	86.5	84.9	
DON'T KNOW	0.5	0.1	0.2		0	0.1	0.1		0	0.1	0.1		0	0.2	0.2	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
Q510 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	6.6	1.4	2.5		1.5	0.2	0.4		6.2	0.2	0.8		4.7	0.2	0.4	
PROBABLY	38.8	6.1	13.0		38.1	3.1	8.0		38.7	3.1	6.1		46.5	0.1	1.9	
PROBABLY NOT	32.8	32.4	32.5		26.0	25.5	25.6		26.1	17.8	18.5		21.7	13.7	14.0	
DEFINITELY NOT	21.4	60.0	51.9		34.4	70.9	65.8		28.8	78.8	74.6		27.1	85.9	83.7	
DON'T KNOW	0.4	0.1	0.2		0	0.2	0.2		0.3	0.1	0.1		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
Q511 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?

-----MARKET-----																				
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----					
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	
--RESPONSES--																				
DEFINITELY					8.7	2.2	3.6	4.4	0.5	1.0	6.7	0.5	1.0	5.6	0	0.2				
PROBABLY					34.8	9.2	14.6	40.6	2.6	7.9	37.5	4.8	7.5	47.7	1.4	3.1				
PROBABLY NOT					33.0	32.6	32.7	22.6	25.8	25.4	28.8	18.7	19.6	16.8	14.4	14.5				
DEFINITELY NOT					22.7	55.8	48.8	32.4	70.9	65.6	27.1	76.0	71.8	29.8	84.2	82.2				
DON'T KNOW					0.7	0.1	0.3	0	0.1	0.1	0	0.0	0.0	0	0.1	0.1				
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--					1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078				

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY	4.7	1.4	2.1		2.9	0.4	0.8		3.7	0.1	0.4		3.5	0.1	0.2	
PROBABLY	27.1	4.5	9.3		21.6	2.2	4.9		26.1	1.0	3.2		31.8	0.1	1.3	
PROBABLY NOT	34.3	30.9	31.6		30.0	24.4	25.2		28.5	18.2	19.1		14.2	12.6	12.6	
DEFINITELY NOT	33.9	63.1	56.9		45.5	72.9	69.1		41.8	80.6	77.3		50.5	87.1	85.8	
DON'T KNOW	0.0	0.1	0.1		0	0.1	0.1		0	0.0	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
Q513 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
DEFINITELY	3.4	1.2	1.7	2.2	0.3	0.6	3.6	0.1	0.4	10.4	0	0.4
PROBABLY	29.2	5.7	10.7	33.9	1.6	6.1	26.5	2.9	4.9	33.3	0.5	1.7
PROBABLY NOT	37.8	31.7	33.0	23.4	26.1	25.7	29.0	18.0	19.0	14.2	13.0	13.0
DEFINITELY NOT	29.4	81.3	54.5	40.5	71.8	67.5	40.7	78.9	75.6	42.1	86.5	84.8
DON'T KNOW	0.2	0.1	0.2	0	0.1	0.1	0.3	0.1	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q514 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
DEFINITELY	40.6	50.6	48.5	15.1	15.2	15.2	47.0	56.0	55.2	21.5	15.2	15.4
PROBABLY	36.8	26.4	28.6	44.3	34.0	35.4	38.2	25.8	26.9	65.0	42.2	43.1
PROBABLY NOT	15.4	13.9	14.2	25.3	30.7	29.9	11.9	11.1	11.2	13.5	27.7	27.2
DEFINITELY NOT	6.5	8.4	8.0	14.2	19.2	18.5	2.9	7.1	6.7	0	14.8	14.3
DON'T KNOW	0.6	0.7	0.7	1.1	0.9	0.9	0	0.0	0.0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q515 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
DEFINITELY	16.8	12.5	13.4		18.9	11.9	12.9		17.4	11.5	12.0		21.8	8.0	8.5				
PROBABLY	45.0	32.4	35.0		54.8	36.7	39.2		41.1	27.9	29.0		38.1	35.1	35.3				
PROBABLY NOT	25.1	34.2	32.3		15.9	31.9	29.7		25.7	34.9	34.1		34.6	35.6	35.5				
DEFINITELY NOT	12.7	20.0	18.5		9.3	19.0	17.6		14.7	25.1	24.3		5.5	20.9	20.3				
DON'T KNOW	0.4	0.8	0.8		1.1	0.5	0.6		1.1	0.5	0.6		0	0.5	0.5				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

--RESPONSES--

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
Q516 ~ HOW LIKELY ARE YOU TO BE A FULL-TIME HOMEMAKER?

	-----MARKET-----			
	-----YOUNG FEMALES-----		-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
DEFINITELY	4.0	5.2	5.1	17.8
PROBABLY	24.9	18.0	18.6	26.5
PROBABLY NOT	36.5	37.7	37.6	27.7
DEFINITELY NOT	34.6	38.8	38.4	27.5
DON'T KNOW	0	0.3	0.3	0.5
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	303	3145	3448	1035
				1078

RESERVE PROPENSITY
Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCT. 88/AFTER HIGH SCHOOL?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
SCHOOL - FULL-TIME	38.4	50.6	48.1	3.8	12.1	10.9	44.3	49.0	48.6	18.9	9.7	10.0	10.0	10.0	10.0	10.0
SCHOOL - PART-TIME	12.5	9.0	9.7	14.8	7.0	8.1	14.1	14.4	14.3	11.7	9.4	9.5	9.5	9.5	9.5	9.5
WORK - FULL-TIME	26.1	29.9	29.1	64.7	75.0	73.6	21.9	25.2	24.9	54.8	50.0	50.2	50.2	50.2	50.2	50.2
WORK - PART-TIME	3.0	3.4	3.3	3.9	2.2	2.4	4.6	5.3	5.2	10.6	8.0	8.1	8.1	8.1	8.1	8.1
MILITARY SERVICE	15.7	4.4	6.8	6.2	0	0.9	11.5	0.8	1.7	2.3	0.2	0.3	0.3	0.3	0.3	0.3
HOMEMAKER	0	0.0	0.0	0	0	0	0.8	3.2	3.0	1.7	16.9	16.4	16.4	16.4	16.4	16.4
OTHER	2.2	1.4	1.6	2.6	2.2	2.3	1.8	1.3	1.4	0	1.8	1.8	1.8	1.8	1.8	1.8
DON'T KNOW	2.1	1.2	1.4	3.9	1.5	1.8	0.9	0.8	0.8	0	3.9	3.8	3.8	3.8	3.8	3.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078	1078	1078	1078	1078

RESERVE PROPENSITY
Q518 - IN ADDITION TO SCHOOL/WORKING PART-TIME, WHAT ARE
YOU MOST LIKELY TO BE DOING?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
--RESPONSES--																
SCHOOL - FULL-TIME	9.3	13.0	12.0	0	4.6	3.5	5.3	11.3	10.8	0	1.3	1.2				
SCHOOL - PART-TIME	6.8	10.5	9.6	10.2	10.0	10.0	8.6	10.8	10.6	19.3	13.8	14.0				
WORK - FULL-TIME	34.9	28.5	30.1	47.5	48.8	48.5	14.0	16.3	16.1	7.6	23.9	23.1				
WORK - PART-TIME	40.3	39.3	39.6	25.4	29.5	28.5	42.4	43.9	43.8	26.9	18.0	18.5				
MILITARY SERVICE	4.0	2.0	2.5	8.4	3.0	4.3	9.5	0	0.8	0	0	0				
HOMEMAKER	0	0	0	0	0	0	10.7	10.8	10.8	35.1	30.6	30.9				
OTHER	4.8	6.7	6.2	8.5	4.2	5.2	7.9	6.9	7.0	11.1	12.4	12.3				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	183	553	736	27	88	115	55	542	597	8	196	204				

RESERVE PROPENSITY
 Q520 - (IF SAID "DEFINITELY" OR "PROBABLY" JOIN FOR MORE THAN ONE ACTIVE BRANCH)
 WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	32.2	38.1	34.6	39.4	41.7	40.0	40.8	56.3	47.2	47.1	17.0	41.2
ARMY	31.3	20.9	27.0	29.6	23.0	27.7	27.1	27.8	27.4	26.4	33.4	27.8
MARINES	18.2	17.0	17.7	13.5	16.1	14.2	12.1	4.7	9.0	5.3	49.5	14.0
NAVY	16.3	22.2	18.7	17.5	13.5	16.4	18.4	10.0	14.9	21.2	0	17.0
DON'T KNOW	2.0	1.9	2.0	0	5.7	1.7	1.6	1.2	1.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	575	397	972	68	23	91	138	73	211	17	5	22

--RESPONSES--

RESERVE PROPENSITY
Q521 - (IF SAID "DEFINITELY" OR "PROBABLY" JOIN FOR MORE THAN ONE ACTIVE BRANCH)
IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

-----MARKET-----																
-----YOUNG MALES-----							-----OLDER MALES-----					-----YOUNG FEMALES-----			-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
---RESPONSES---																
WITHIN 6 MONTHS	7.3	5.9	6.6		7.3	3.7	5.9		8.0	4.6	6.1		16.0	9.1	13.3	
6 MONTHS TO YEAR	19.0	18.0	18.5		14.9	19.1	16.5		17.1	9.4	12.8		8.3	12.2	9.8	
1-2 YEARS	27.3	25.4	26.4		36.3	23.0	31.2		28.9	21.1	24.5		28.5	34.1	30.6	
> 2 YEARS	46.3	50.2	48.2		40.8	52.7	45.3		45.9	64.9	56.6		47.2	44.6	46.2	
REFUSED	0.1	0.5	0.3		0.7	1.6	1.0		0	0	0		0	0	0	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	965	909	1874		112	60	172		236	240	476		32	21	53	

RESERVE PROPENSITY
Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE
IN THE MILITARY IN THE NEXT FEW YEARS?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
LOWEST(0)	3.0	35.4	28.5	10.8	56.7	50.3	4.8	61.6	56.8	8.8	75.7	73.2				
1	3.3	10.0	8.6	6.2	10.6	9.9	1.0	9.5	8.8	2.9	9.0	8.8				
2	3.3	10.4	8.9	3.8	9.8	8.9	5.6	7.4	7.3	2.2	4.6	4.5				
3	6.1	12.2	10.9	8.6	8.2	8.3	8.4	6.7	6.9	7.1	4.2	4.3				
4	9.1	7.9	8.1	12.7	3.2	4.6	8.6	4.7	5.0	12.9	3.2	3.6				
5	20.1	9.8	12.0	29.0	7.2	10.3	23.7	5.5	7.1	37.9	2.2	3.5				
6	12.0	3.9	5.6	5.9	1.8	2.4	11.5	1.6	2.5	13.9	0.3	0.8				
7	15.1	3.1	5.7	7.8	1.5	2.4	9.9	1.5	2.2	4.7	0.4	0.5				
8	12.6	2.8	4.9	6.1	0.3	1.1	11.0	0.5	1.4	3.5	0.3	0.4				
9	3.8	1.5	2.0	3.8	0.1	0.6	6.5	0.3	0.8	1.8	0.1	0.2				
HIGHEST(10)	10.9	2.9	4.6	5.2	0.6	1.2	8.9	0.5	1.2	4.5	0.1	0.3				
REFUSED	0.6	0	0.1	0	0	0	0	0	0	0	0	0				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078				

RESERVE PROPENSITY
Q525 - BEFORE TODAY HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

-----MARKET-----															
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
		POS	NEG			POS	NEG			POS	NEG			POS	NEG
		PROP	PROP			PROP	PROP			PROP	PROP			PROP	PROP
		(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)
		TOTAL				TOTAL				TOTAL				TOTAL	
		(PCT)				(PCT)				(PCT)				(PCT)	
--RESPONSES--															
NEVER CONSIDERED		7.5	28.8	24.3	11.3	31.4	28.6	9.2	50.4	46.9	54.0	52.5			
SOME THOUGHT		46.6	48.8	48.3	40.6	43.8	43.4	49.6	40.2	41.0	34.7	35.1			
SERIOUS THOUGHT		45.8	22.4	27.3	48.1	24.8	28.0	41.3	9.4	12.1	11.3	12.4			
DON'T KNOW		0.1	0.0	0.0	0	0	0	0	0	0	0	0			
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--		1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078		

RESERVE PROPENSITY
Q571 - HOW MANY DAYS DO YOU THINK GUARD/RESERVE MEMBERS TRAIN EACH MONTH?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES--																
1 DAY	1.6	2.5	2.3	3.3	2.8	2.9	1.5	1.9	1.9	0	2.2	2.1				
2 DAYS	32.7	34.3	33.9	47.8	48.2	48.1	25.7	24.2	24.4	30.5	37.2	37.0				
3 DAYS	8.9	7.6	8.1	5.7	9.0	8.5	7.2	9.4	9.2	15.6	11.2	11.4				
4 DAYS	10.0	8.5	8.8	9.3	8.3	8.5	8.4	7.8	7.8	14.0	9.0	9.2				
5 DAYS	4.1	4.7	4.6	4.8	2.8	3.1	6.1	5.5	5.5	7.3	5.7	5.7				
6 DAYS	1.3	2.3	2.1	1.5	0.8	0.9	1.7	1.7	1.7	1.9	1.1	1.1				
7 DAYS	9.0	6.5	7.0	4.1	4.6	4.5	5.5	6.0	5.9	8.2	4.0	4.1				
8 + DAYS	28.8	29.0	29.0	18.4	18.5	18.5	38.9	38.7	38.7	20.4	25.4	25.2				
DON'T KNOW	3.5	4.2	4.1	5.1	4.9	4.9	5.0	4.8	4.8	2.1	4.2	4.2				
REFUSED	0.1	0.2	0.2	0	0.1	0.1	0	0.1	0.1	0	0.1	0.1				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	620	2220	2840	154	949	1103	303	3145	3448	43	1035	1078				

RESERVE PROPENSITY
Q572 - HOW MANY DAYS DO YOU THINK GUARD/RESERVE MEMBERS SPEND IN ANNUAL TRAINING EACH YEAR?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
1-6 DAYS	6.7	6.1	6.2		7.3	6.1	6.2		10.2	6.6	6.9		4.3	8.4	8.2	
7 DAYS	5.6	6.9	6.6		7.8	7.4	7.4		6.9	6.0	6.1		11.1	7.6	7.7	
8-13 DAYS	6.9	4.7	5.2		2.8	4.3	4.1		4.4	4.4	4.4		12.6	5.5	5.8	
14 DAYS	26.1	26.9	26.7		34.1	39.8	39.0		20.7	21.3	21.3		25.3	29.1	28.9	
15-20 DAYS	4.9	4.7	4.7		4.9	4.3	4.4		5.3	5.2	5.2		0	3.6	3.4	
21 DAYS	1.7	2.5	2.4		0.4	1.9	1.7		2.6	1.6	1.7		4.0	1.6	1.7	
22-29 DAYS	4.4	5.3	5.1		3.6	3.5	3.5		2.0	4.6	4.4		0	5.1	4.9	
30 DAYS	9.2	10.7	10.4		13.3	9.1	9.7		13.2	11.1	11.3		15.6	11.9	12.0	
31-90 DAYS	28.5	26.5	26.9		19.5	18.2	18.4		28.5	33.0	32.6		24.9	20.8	21.0	
DON'T KNOW	4.9	5.1	5.1		6.1	5.3	5.4		5.9	5.8	5.8		2.1	6.2	6.1	
REFUSED	1.1	0.6	0.7		0	0.2	0.2		0.3	0.3	0.3		0	0.3	0.3	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	620	2220	2840		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
Q573 - WHAT IS BEGINNING PAY FOR GUARD/RESERVE PER 8-HR TRAINING DAY?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)					POS PROP (PCT) NEG PROP (PCT) TOTAL (PCT)				
--RESPONSES--																			
\$5-\$19					3.8	3.2	3.3	1.8	2.8	2.7	3.7	4.6	4.6	3.2	3.8	3.7			
\$20-\$29					7.0	4.8	5.3	6.3	6.9	6.8	9.2	5.7	6.0	14.1	5.4	5.7			
\$30-\$39					8.1	8.0	8.0	7.4	8.5	8.3	8.9	7.7	7.6	17.8	8.4	6.9			
\$40-\$49					14.6	14.7	14.7	16.4	12.9	13.4	10.6	12.0	11.9	7.6	12.9	12.7			
\$50-\$59					12.3	18.8	17.4	15.0	19.0	18.5	15.9	17.1	17.0	5.5	19.2	18.7			
\$60-\$99					16.6	14.8	15.1	19.3	19.9	19.9	12.3	13.6	13.5	17.3	16.3	16.3			
\$100 OR MORE					27.8	23.3	24.3	16.7	17.4	17.3	28.6	24.5	24.9	20.3	21.4	21.4			
DON'T KNOW					9.8	12.4	11.9	17.1	12.7	13.3	12.7	14.6	14.5	14.1	14.6	14.6			
REFUSED					0	0	0	0	0	0	0	0.0	0.0	0	0.1	0.1			
---TOTAL---					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--					620	2220	2840	154	949	1103	303	3145	3448	43	1034	1077			

--RESPONSES--

RESERVE PROPENSITY
Q574 - WOULD AN EMPLOYER HOLD A JOB FOR YOU IF YOU WERE AWAY
3 TO 6 MONTHS FOR INITIAL TRAINING FOR GUARD/RESERVES?

-----MARKET-----														

RESERVE PROPENSITY
Q575 - DO YOU THINK YOU WOULD LOSE JOB SENIORITY
DURING INITIAL TRAINING FOR GUARD/RESERVES?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	33.1	37.2	36.4		33.7	30.5	31.0		42.6	40.4	40.5		35.2	41.3	41.1	
NO	63.8	56.9	58.2		60.5	64.1	63.7		52.7	55.7	55.5		57.7	53.6	53.8	
DON'T KNOW	2.9	5.9	5.3		5.8	5.3	5.4		4.7	3.9	4.0		7.1	5.1	5.2	
REFUSED	0.3	0	0.1		0	0	0		0	0	0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	316	1296	1612		115	756	871		136	1720	1856		27	645	672	

RESERVE PROPENSITY
Q578 - DOES YOUR EMPLOYER HAVE A POLICY ABOUT GUARD/RESERVE PARTICIPATION?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
YES	13.9	7.8	9.0		18.5	17.1	17.3		9.9	7.4	7.6		26.1	15.7	16.0				
NO	74.8	77.3	76.8		62.1	68.6	67.7		67.7	75.2	74.7		60.8	67.0	66.8				
DON'T KNOW	11.0	14.9	14.1		19.3	14.3	15.0		21.8	17.3	17.7		13.1	17.4	17.2				
REFUSED	0.3	0	0.1		0	0	0		0.5	0	0.0		0	0	0				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	316	1295	1611		115	756	871		136	1720	1856		27	645	672				

RESERVE PROPENSITY
Q577 - HOW DOES YOUR EMPLOYER FEEL ABOUT GUARD/RESERVE PARTICIPATION?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
POSITIVE	34.6	25.2	27.0		43.1	31.5	33.0		32.6	20.2	21.1		43.3	26.7	27.2	
NEUTRAL	56.5	59.7	59.1		41.4	54.4	52.7		52.8	64.3	63.5		41.0	54.9	54.4	
NEGATIVE	5.0	8.2	7.6		12.2	8.0	8.5		8.2	9.1	9.1		12.4	11.6	11.6	
DON'T KNOW	3.3	7.0	6.3		3.3	6.1	5.8		5.8	6.4	6.4		3.3	6.9	6.8	
REFUSED	0.6	0	0.1		0	0	0		0.5	0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	316	1296	1612		115	756	871		136	1720	1856		27	645	672	

--RESPONSES--

RESERVE PROPENSITY
Q578 - HAVE YOU TALKED WITH SUPERVISOR ABOUT EMPLOYER'S
GUARD/RESERVE POLICY?

--RESPONSES--	-----MARKET-----									
	-----YOUNG MALES-----					-----YOUNG FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	10.7	3.4	4.8	11.4	3.9	4.8	2.4	2.5	4.1	2.1
NO	88.5	94.9	93.7	88.6	94.0	93.3	96.3	96.1	95.9	96.9
DON'T KNOW	0.2	1.7	1.4	0	2.1	1.8	1.3	1.4	0	1.0
REFUSED	0.6	0	0.1	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	316	1296	1612	115	756	871	1720	1856	27	645
										672

RESERVE PROPENSITY

Q578B - ARE THERE ANY LAWS PROTECTING GUARD/RESERVE MEMBERS FROM LOSING THEIR JOBS OR SENIORITY BECAUSE OF TRAINING?

-----MARKET-----

--RESPONSES--

SEK

QZ

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVE FOR 8 YEARS
Q579 - IF YOU RECEIVED A \$2,000 BONUS FOR JOINING?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
DEFINITELY ENLIST	7.9	1.8	3.1		9.7	1.0	2.2		9.9	1.2	1.9		6.2	0.6	0.8	
PROBABLY ENLIST	49.4	13.0	20.6		40.9	8.6	13.1		55.3	10.5	14.3		64.1	6.5	8.6	
PROBABLY NOT ENLIST	30.9	45.9	42.7		35.8	38.1	37.8		24.5	35.4	34.5		22.5	28.4	28.2	
DEFINITELY NOT ENLIST	11.4	38.7	32.9		10.7	51.4	45.7		10.0	52.6	48.9		7.1	64.0	61.8	
DON'T KNOW	0.3	0.7	0.6		2.9	0.9	1.1		0.3	0.4	0.4		0	0.5	0.5	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	620	2220	2840		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVE FOR 8 YEARS

Q580 - IF YOU RECEIVED A \$4,000 BONUS FOR JOINING?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY ENLIST	9.0	1.7	3.2		6.2	1.1	1.7		6.7	1.4	1.8		6.2	1.5	1.7	
PROBABLY ENLIST	58.0	20.4	27.9		46.2	13.0	17.3		64.0	14.4	18.3		70.2	9.8	11.9	
PROBABLY NOT ENLIST	23.2	42.4	38.6		37.9	37.4	37.5		21.0	35.1	34.0		18.6	26.6	26.3	
DEFINITELY NOT ENLIST	9.1	34.8	29.7		9.6	48.1	43.2		8.3	48.6	45.4		5.0	61.6	59.6	
DON'T KNOW	0.6	0.6	0.6		0	0.3	0.3		0	0.5	0.5		0	0.4	0.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	564	2183	2747		137	939	1076		270	3120	3390		39	1028	1067	

--RESPONSES--

RESERVE PROPENSITY
HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVE FOR 8 YEARS
Q581 - IF YOU RECEIVED A \$6,000 BONUS FOR JOINING?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
DEFINITELY ENLIST	18.0	3.7	6.4		7.9	2.7	3.3		18.2	2.1	3.3		10.5	1.1	1.5	
PROBABLY ENLIST	57.3	28.2	32.1		58.8	18.1	22.8		60.2	20.4	23.4		73.3	14.4	16.4	
PROBABLY NOT ENLIST	16.3	36.8	33.0		28.9	35.2	34.4		14.2	32.2	30.8		8.4	24.5	24.0	
DEFINITELY NOT ENLIST	8.0	32.1	27.6		6.6	43.7	39.1		7.4	45.0	42.2		7.9	59.4	57.7	
DON'T KNOW	0.5	1.0	0.9		0	0.3	0.3		0	0.3	0.3		0	0.5	0.5	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	516	2145	2661		126	929	1055		248	3068	3316		37	1011	1048	

--RESPONSES--

RESERVE PROPENSITY
Q582 - IS THERE A GUARD/RESERVE UNIT CLOSE ENOUGH FOR YOU TO JOIN?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	75.1	68.9	70.2		81.9	76.9	77.6		59.6	56.9	57.1		64.1	66.8	66.7	
NO	12.0	15.6	14.9		10.2	13.9	13.4		20.9	21.8	21.7		17.5	15.1	15.2	
DON'T KNOW	12.8	15.5	15.0		7.9	9.2	9.0		19.5	21.3	21.1		18.4	18.0	18.1	
REFUSED	0	0	0		0	0	0		0	0.1	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	620	2220	2840		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY

Q601 - FOR WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING THAT ENCOURAGES PEOPLE TO ENLIST?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	53.5	57.1	56.4		53.3	52.4	52.6		49.3	49.1	49.1		56.7	46.7	47.1	
ARMY	70.2	73.3	72.6		67.6	69.6	69.3		77.7	69.6	70.3		70.6	67.0	67.2	
COAST GUARD	15.4	22.0	20.6		19.2	17.3	17.6		12.1	13.2	13.1		9.4	15.4	15.2	
MARINES	51.6	56.1	55.1		51.8	53.0	52.8		47.0	48.1	48.0		34.5	48.1	47.6	
NAVY	41.6	49.6	47.9		42.2	44.3	44.0		42.9	44.4	44.3		25.9	45.2	44.5	
GUARD/RESERVES	18.7	22.0	21.3		24.3	21.2	21.6		18.0	17.3	17.4		19.9	22.5	22.4	
1 AD FOR ALL	10.5	12.7	12.2		8.4	12.9	12.2		5.6	11.0	10.6		10.5	8.9	9.0	
TOTAL	-----Questions permitted as many as 7 responses-----															
COUNT	1221	4221	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q602 - THE AIR FORCE?

-----MARKET-----																																																											
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																												
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																												
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																												
23.1					22.4					22.5					26.7					24.0					24.4					21.0					25.2					24.8					10.7					21.2					20.9				
23.1					20.1					20.8					19.6					23.4					22.8					29.4					25.4					25.8					32.6					31.0					31.1				
53.5					57.1					56.4					53.3					52.4					52.6					49.3					49.1					49.1					56.7					46.7					47.1				
0					0.1					0.1					0					0					0					0					0.0					0.0					0.0					0.1					0.1				
0.2					0.2					0.2					0.4					0.2					0.2					0.3					0.3					0.3					0.9					0.9									
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
1221					4421					5842					154					949					1103					303					3145					3448					43					1035					1078				

--RESPONSES--

YES

NO

MENTIONED IN Q601

MISSING

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q603 - THE ARMY?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
YES	17.8	15.3	15.8		20.0	16.8	17.2		13.0	16.2	16.0		14.4	14.9	14.9				
NO	11.6	11.1	11.2		11.3	13.6	13.3		8.9	13.9	13.4		15.0	17.3	17.2				
MENTIONED IN Q601	70.2	73.3	72.6		67.6	69.6	69.3		77.7	69.6	70.3		70.6	67.0	67.2				
MISSING	0.1	0.1	0.1		0	0	0		0.3	0.0	0.0		0	0.1	0.1				
DON'T KNOW	0.3	0.3	0.3		1.1	0.0	0.2		0.1	0.3	0.3		0	0.7	0.7				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

RESERVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q604 - THE COAST GUARD?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	23.7	17.5	18.8		25.9	19.9	20.8		13.9	17.3	17.0		20.3	16.3	18.5	
NO	60.4	59.9	60.0		54.4	62.2	61.1		73.6	68.6	69.0		70.3	67.5	67.6	
MENTIONED IN Q601	15.4	22.0	20.6		19.2	17.3	17.6		12.1	13.2	13.1		9.4	15.4	15.2	
MISSING	0.1	0.1	0.1		0	0	0		0	0.1	0.1		0	0.1	0.1	
DON'T KNOW	0.4	0.5	0.5		0.4	0.5	0.5		0.3	0.9	0.9		0	0.6	0.6	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q605 - THE MARINE CORPS?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	23.0	21.6	21.9	24.2	22.3	22.6	25.5	21.2	21.5	16.3	20.7	20.6
NO	25.0	21.9	22.6	24.0	24.2	24.1	26.9	30.3	30.0	49.2	30.5	31.2
MENTIONED IN Q601	51.8	58.1	55.1	51.8	53.0	52.8	47.0	48.1	48.0	34.5	48.1	47.6
MISSING	0.1	0.1	0.1	0	0.1	0.1	0	0.1	0.1	0	0.2	0.2
DON'T KNOW	0.3	0.2	0.3	0	0.4	0.3	0.6	0.4	0.4	0	0.5	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

--RESPONSES--

RESERVE PROPENSITY
DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q606 - THE NAVY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	25.9	20.4	21.6	24.8	22.5	22.8	23.4	20.9	21.1	16.9	18.4	18.3
NO	32.3	29.7	30.2	32.0	33.0	32.9	33.7	34.3	34.2	57.2	35.8	36.6
MENTIONED IN Q601	41.6	49.6	47.9	42.2	44.3	44.0	42.9	44.4	44.3	25.9	45.2	44.5
MISSING	0	0.1	0.1	0	0	0	0	0	0	0	0	0
DON'T KNOW	0.2	0.2	0.2	1.0	0.2	0.3	0	0.4	0.4	0	0.7	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

--RESPONSES--

RESERVE PROPENSITY

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...

Q607 - THE NATIONAL GUARD/RESERVES?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	36.5	33.2	33.9		40.3	34.4	35.2		35.8	26.9	27.6		28.7	25.0	25.2	
NO	44.4	43.9	44.0		33.1	43.8	42.3		45.6	55.1	54.3		51.4	51.6	51.6	
MENTIONED IN Q601	18.7	22.0	21.3		24.3	21.2	21.6		18.0	17.3	17.4		19.9	22.5	22.4	
MISSING	0	0.1	0.0		0	0	0		0	0	0		0	0	0	
CON'T KNOW	0.5	0.9	0.8		2.3	0.6	0.8		0.5	0.8	0.7		0	0.8	0.8	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q608 - ONE AD FOR ALL THE SERVICES?

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Tables for questions 609A and 609B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

RESERVE PROPENSITY
Q610 - WHO USES THE SLOGAN, "IT'S NOT JUST A JOB. IT'S AN ADVENTURE"?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	10.0	7.9	8.3	10.0	11.2	11.0	10.4	11.5	11.4	13.9	15.1	15.0
ARMY	33.9	36.1	35.6	34.8	34.1	34.2	41.3	35.0	35.5	29.8	32.4	32.3
MARINES	13.5	11.1	11.6	11.8	10.2	10.4	14.5	13.3	13.4	15.3	11.2	11.4
NAVY	30.9	31.2	31.1	33.5	33.2	33.3	16.7	22.2	21.7	24.7	24.0	24.1
ALL FOUR SAME AD	5.8	6.5	6.3	5.3	4.6	4.7	5.4	7.0	6.9	5.8	4.9	4.9
DON'T KNOW	5.8	7.3	7.0	4.6	6.8	6.5	11.8	11.0	11.0	10.5	12.4	12.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY

Q611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE _____"?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)				
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)				
--RESPONSES--																			
AIR FORCE																			
3.9					2.8					3.1					5.0				
5.0					4.1					4.3					5.7				
77.9					81.6					80.8					77.0				
4.0					4.3					4.2					2.5				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642					154				
2.7					1.5					1.8					3.8				
6.4					5.7					5.9					5.8				
0.1					0.0					0.0					0				
100.0					100.0					100.0					100.0				
1221					4421					5642									

RESERVE PROPENSITY
Q612 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	4.3	3.5	3.7	5.1	5.3	5.3	5.6	5.0	5.0	6.4	6.8	6.8
ARMY	82.9	82.6	82.7	76.0	74.4	74.6	70.9	78.6	77.9	74.7	69.0	69.2
MARINES	2.9	3.1	3.1	5.1	5.5	5.4	2.8	2.8	2.8	5.1	5.4	5.4
NAVY	2.9	4.0	3.8	4.5	5.3	5.2	9.9	3.9	4.4	2.5	5.7	5.6
ALL FOUR SAME AD	3.8	3.9	3.8	2.8	4.5	4.2	3.9	5.6	5.4	4.1	4.6	4.6
DON'T KNOW	3.2	2.9	3.0	6.6	5.1	5.3	6.8	4.2	4.4	7.2	8.4	8.3
REFUSED	0	0.0	0.0	0	0	0	0	0.0	0.0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q613A - WHO USES THE SLOGAN, "WE'RE LOOKING FOR A FEW GOOD MEN"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)
--RESPONSES--																
AIR FORCE	4.0	3.2	3.3	5.0	2.9	3.2	4.0	6.6	6.4	1.8	4.6	4.5				
ARMY	15.1	13.4	13.8	14.9	15.0	15.0	20.5	21.7	21.6	30.7	23.2	23.5				
MARINES	64.8	68.0	67.3	68.4	67.4	67.5	41.8	37.6	38.0	35.6	44.1	43.8				
NAVY	7.8	6.7	6.9	4.7	4.9	4.8	11.8	15.0	14.8	3.2	11.3	11.0				
ALL FOUR SAME AD	3.9	3.2	3.3	2.1	3.5	3.3	7.5	5.2	5.4	10.9	4.9	5.1				
DON'T KNOW	4.5	5.5	5.3	4.9	6.2	6.0	14.4	13.8	13.9	17.8	11.9	12.1				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078				

RESERVE PROPENSITY
Q614 - WHO USES THE SLOGAN, "IT'S A GREAT PLACE TO START"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	12.9	10.8	11.2		15.2	11.8	12.3		16.1	10.4	10.9		8.5	10.7	10.6	
ARMY	39.6	40.7	40.5		38.0	41.5	41.0		33.6	36.4	36.2		25.2	32.0	31.8	
MARINES	9.3	6.6	7.2		7.4	4.1	4.5		8.9	9.7	9.6		2.5	6.3	6.1	
NAVY	15.4	13.8	14.1		19.3	17.8	18.0		17.6	12.5	13.0		22.8	15.2	15.5	
ALL FOUR-SAME AD	12.8	15.7	15.1		12.6	11.6	11.7		7.6	12.4	11.9		23.7	12.9	13.3	
DON'T KNOW	9.9	12.5	11.9		7.4	13.3	12.4		16.3	18.6	18.4		17.2	22.7	22.5	
REFUSED	0	0.0	0.0		0	0	0		0	0.0	0.0		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
Q815A - WHO USES THE SLOGAN, "AIM HIGH. _____" ?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	90.5	90.7	90.7		83.1	82.2	82.3		73.0	78.2	77.8		83.1	70.4	70.8	
ARMY	2.9	2.4	2.5		2.2	3.1	2.9		6.3	6.5	6.5		3.2	6.4	6.2	
MARINES	1.5	1.4	1.4		2.5	3.0	2.9		3.3	2.6	2.6		3.9	3.7	3.7	
NAVY	1.5	2.0	1.9		3.3	3.6	3.6		4.4	3.5	3.6		3.8	5.3	5.3	
ALL FOUR-SAME AD	0.4	0.4	0.4		1.7	1.1	1.2		3.9	0.8	1.1		0	1.8	1.8	
DON'T KNOW	3.2	3.1	3.1		6.6	7.0	7.0		9.0	8.4	8.4		6.0	12.5	12.3	
REFUSED	0	0.0	0.0		0.6	0	0.1		0	0.0	0.0		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
Q615B - WHO USES THE SLOGAN, "WE'RE NOT A COMPANY - WE'RE YOUR COUNTRY"?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	7.1	8.1	6.3		10.6	6.4	7.0		7.0	5.7	5.8		5.3	4.5	4.5	
ARMY	20.7	19.1	19.5		18.6	22.8	22.2		19.9	17.4	17.6		18.4	17.7	17.7	
MARINES	10.1	9.0	9.3		7.1	8.1	8.0		9.4	10.7	10.6		16.7	8.8	9.1	
NAVY	12.8	9.9	10.5		13.0	7.6	8.3		10.9	10.2	10.3		8.9	9.8	9.7	
ALL FOUR-SAME AD	28.2	34.5	33.2		29.7	29.0	29.1		22.7	25.2	25.0		15.0	23.9	23.6	
DON'T KNOW	21.0	21.4	21.3		20.3	26.2	25.4		30.0	30.6	30.6		35.8	35.2	35.2	
REFUSED	0	0.0	0.0		0.6	0	0.1		0	0.0	0.0		0	0.2	0.2	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY

Q616 - IN THE LAST YEAR, DO YOU RECALL SEEING ANY ADS FOR THE MILITARY IN MAGAZINES, NEWSPAPERS OR BILLBOARDS?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	80.1	76.7	77.4	69.1	68.6	68.7	74.2	68.5	69.0	68.0	63.1	63.3
NO	19.6	23.0	22.3	30.9	31.1	31.1	25.0	31.0	30.5	32.0	35.9	35.7
DON'T KNOW	0.3	0.4	0.4	0	0.3	0.2	0.8	0.5	0.5	0	1.0	1.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

--RESPONSES--

Q617 - (IF Q616=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINES, NEWSPAPERS OR BILLBOARD ADS?

RESERVE PROPENSITY

-----MARKET-----

-----YOUNG MALES----- -----OLDER MALES----- -----YOUNG FEMALES----- -----OLDER FEMALES-----

--RESPONSES--

	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	70.2	70.7	70.6	63.8	67.3	66.8	74.7	72.4	72.6	71.1	65.4	65.6
NAVY	37.0	44.3	42.7	34.4	39.8	39.1	35.4	33.1	33.3	42.2	37.7	37.9
AIR FORCE	53.9	55.9	55.5	44.8	48.6	48.0	46.8	41.3	41.8	67.0	40.4	41.4
MARINES	51.7	51.7	51.7	49.8	50.1	50.1	46.8	42.8	43.1	55.2	45.3	45.7
COAST GUARD	7.0	8.6	8.3	6.6	6.6	6.6	6.0	6.4	6.4	10.0	7.8	7.9
ALL ACTIVE	8.5	11.5	10.9	11.3	9.2	9.5	7.3	8.0	7.9	6.3	10.4	10.3
ARMY NATIONAL GUARD	4.3	4.8	4.7	7.8	3.8	4.4	3.3	2.9	3.0	8.8	7.7	7.8
ARMY RESERVE	2.0	2.7	2.5	4.3	2.3	2.6	2.2	1.6	1.6	6.3	4.0	4.1
AIR NATIONAL GUARD	1.2	1.4	1.4	2.7	1.4	1.6	1.9	0.7	0.8	6.3	3.0	3.1
AIR FORCE RESERVES	1.2	0.9	0.9	0.6	0.9	0.9	0.7	0.3	0.3	6.3	2.6	2.7
NAVAL RESERVES	0.5	1.2	1.0	0.8	1.1	1.1	1.1	0.4	0.4	6.3	2.2	2.4
MARINE RESERVES	0.5	0.7	0.7	0	0.8	0.7	0.7	0.5	0.5	6.3	2.4	2.6
ALL RESERVE/NATIONAL GUARD	2.4	4.0	3.7	2.9	4.3	4.1	2.8	2.7	2.7	1.9	3.6	3.5

TOTAL

-----Question permitted as many as 13 responses-----

--COUNT--

986 3413 4399 108 650 758 230 2175 2405 31 638 669

RESERVE PROPENSITY
Q618 - IN THE LAST YEAR, DO YOU RECALL ANY TV OR RADIO ADS FOR THE MILITARY?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	85.9	85.7	85.8		87.0	82.8	83.4		81.5	83.6	83.4		87.7	80.9	81.2	
NO	13.7	13.8	13.8		13.3	16.1	15.6		18.2	16.0	16.2		12.3	17.1	16.9	
DON'T KNOW	0.3	0.5	0.5		0	1.1	1.0		0.3	0.4	0.4		0	2.0	1.9	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
Q619 - (IF Q618=YES) FOR WHICH SERVICES DID YOU HEAR/SEE RADIO OR TV ADVERTISING?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG MALES-----		-----OLDER MALES-----		-----YOUNG MALES-----		-----OLDER MALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
ARMY	79.8	79.4	79.5	76.3	76.1	76.1	81.9	77.3	77.7	80.1	75.7	75.9
NAVY	50.4	56.6	55.3	43.4	54.6	53.0	51.5	45.5	48.0	23.3	51.6	50.4
AIR FORCE	62.2	63.5	63.2	61.5	59.4	59.7	55.5	55.8	55.8	63.1	53.8	54.2
MARINES	62.1	65.4	64.7	68.0	62.0	62.8	53.2	53.7	53.7	41.7	58.1	57.4
COAST GUARD	13.8	15.2	14.9	11.4	14.9	14.4	12.4	10.0	10.2	10.2	10.1	10.1
ALL ACTIVE	16.7	19.2	18.7	13.9	21.1	20.1	7.5	16.4	15.7	5.4	15.9	15.4
ARMY NATIONAL GUARD	7.3	6.1	6.3	9.5	6.7	7.1	6.9	3.6	3.9	8.5	4.1	4.3
ARMY RESERVE	3.8	4.4	4.3	4.2	4.6	4.5	2.2	2.2	2.2	2.4	2.7	2.7
AIR NATIONAL GUARD	1.5	1.8	1.7	3.3	2.2	2.3	2.7	0.9	1.1	0	1.2	1.1
AIR FORCE RESERVE	1.3	1.0	1.1	0	1.4	1.2	1.0	0.5	0.5	0	0.7	0.7
NAVAL RESERVE	1.7	1.6	1.6	0.6	1.3	1.2	1.2	0.4	0.5	0	0.7	0.6
MARINE RESERVE	0.9	1.2	1.1	0	1.2	1.0	2.0	0.4	0.5	1.9	0.5	0.5
ALL RESERVE/NATIONAL GUARD	5.1	5.9	5.7	7.1	7.6	7.5	5.2	3.6	3.8	0	4.1	4.0

--RESPONSES--

TOTAL -----Question permitted as many as 13 responses-----

--COUNT-- 1061 3776 4837 134 786 920 250 2606 2856 39 847 886

Q620 - IN THE LAST YEAR, HAVE YOU RECEIVED ANY UNSOLICITED RECRUITING LITERATURE IN THE MAIL?

RESERVE PROPENSITY

-----MARKET-----							
		-----YOUNG MALES-----			-----YOUNG FEMALES-----		
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--	YES	41.0	46.2	45.1	16.1	23.3	22.7
	NO	58.9	53.4	54.5	83.9	76.3	76.9
	DON'T KNOW	0.1	0.4	0.3	0	0.4	0.3
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--		1221	4421	5642	303	3145	3448

Q621 - (IF Q620=YES) FOR WHICH SERVICE DID YOU RECEIVE UNSOLICITED LITERATURE?
RESERVE PROPENSITY

-----MARKET-----

-----YOUNG MALES-----

	POS	NEG	POS	NEG
	PROP	PROP	PROP	PROP
	(PCT)	(PCT)	(PCT)	(PCT)
TOTAL		TOTAL		TOTAL
		(PCT)		(PCT)

--RESPONSES--

	33.1	37.1	36.3	39.9	31.1	31.6
AIR FORCE						

ARMY	58.5	61.1	60.6	71.6	56.1	57.0
------	------	------	------	------	------	------

MARINES	41.4	45.3	44.5	23.4	12.7	13.4
---------	------	------	------	------	------	------

NAVY	41.8	44.0	43.6	20.8	16.2	16.4
------	------	------	------	------	------	------

ALL SERVICES	4.6	6.7	6.3	0	2.1	2.0
--------------	-----	-----	-----	---	-----	-----

NATIONAL GUARD	7.7	6.0	6.4	4.0	3.9	3.9
----------------	-----	-----	-----	-----	-----	-----

RESERVES	4.2	4.0	4.1	2.5	3.0	3.0
----------	-----	-----	-----	-----	-----	-----

-----Questions permitted as many as 7 responses-----

--COUNT--	491	2059	2550	57	777	834
-----------	-----	------	------	----	-----	-----

Q621 - (IF Q620=YES) FOR WHICH SERVICES DID YOU RECEIVE UNSOLICITED LITERATURE?

RESERVE PROPENSITY

-----MARKET-----						
		-----YOUNG MALES-----		-----YOUNG FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	
						TOTAL (PCT)
--RESPONSES--						
AIR FORCE	18.5	24.0	23.0	34.6	22.7	
ARMY	40.0	35.9	36.7	53.3	46.3	
MARINES	14.7	16.4	16.0	6.5	6.8	
NAVY	17.3	16.2	16.4	4.0	7.2	
ALL SERVICES	4.0	3.1	3.3	0	1.7	
NATIONAL GUARD	2.5	0.7	1.1	1.6	2.3	
RESERVES	0.7	0.5	0.5	0	2.0	
DON'T KNOW	2.4	3.1	3.0	0	10.6	
REFUSED	0	0	0	0	0.3	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	
--COUNT--	491	2059	2550	57	777	
					834	

Q622 - IN THE LAST YEAR, HAVE YOU MADE A TOLL-FREE CALL FOR INFORMATION ON THE MILITARY?

RESERVE PROPENSITY

-----MARKET-----						
		-----YOUNG MALES-----			-----YOUNG FEMALES-----	
		POS	NEG	TOTAL	POS	NEG
		PROP (PCT)	PROP (PCT)	PROP (PCT)	PROP (PCT)	PROP (PCT)
--RESPONSES--	YES	7.0	2.7	3.6	7.7	1.3
	NO	93.0	97.2	96.3	92.3	98.6
	DON'T KNOW	0	0.1	0.1	0	0.1
--TOTALS--		100.0	100.0	100.0	100.0	100.0
--COUNT--		1221	4421	5642	303	3145
						3448

Q623 - (IF Q622=YES) FOR WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL FOR INFO?
RESERVE PROPENSITY

-----MARKET-----									
-----YOUNG MALES-----					-----YOUNG FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---									
AIR FORCE	31.0	34.7	33.1	20.7	47.7	37.9			
ARMY	32.2	20.0	25.1	47.9	21.9	31.3			
MARINES	21.5	22.1	21.8	5.2	7.1	6.4			
NAVY	23.2	33.8	29.4	19.7	17.2	18.1			
ALL SERVICES	0	2.1	1.2	0	0	0			
NATIONAL GUARD	3.6	1.7	2.5	3.3	13.8	10.0			
RESERVES	2.0	4.7	3.6	8.9	1.9	4.4			
---TOTAL---	-----Questions permitted as many as 7 responses-----								
---COUNT---	78	120	198	27	40	67			

RESERVE PROPENSITY

Q625 - HAVE YOU SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

-----MARKET-----

-----YOUNG MALES-----

	POS	NEG	TOTAL	POS	NEG	TOTAL
	PROP	PROP		PROP	PROP	
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)

--RESPONSES--

YES	16.8	7.8	9.7	12.8	3.1	3.9
-----	------	-----	-----	------	-----	-----

N0	83.2	92.1	90.2	87.0	96.8	95.9
----	------	------	------	------	------	------

DON'T KNOW 0.1 0.1 0.1 0.3 0.1 0.1

--TOTAL--	100.0	100.0	100.0	100.0	100.0
-----------	-------	-------	-------	-------	-------

--COUNT--	1221	4421	5642	303	3145	3448
-----------	------	------	------	-----	------	------

Q626 - (IF Q625=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

RESERVE PROPENSITY

-----MARKET-----

-----YOUNG MALES----- -----YOUNG FEMALES-----

	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
AIR FORCE	34.0	32.8	33.2	37.2	47.8	44.8
ARMY	40.6	39.0	39.6	40.2	42.2	41.6
MARINES	31.3	23.8	26.6	19.6	11.1	13.5
NAVY	28.6	35.0	32.7	17.7	19.6	19.1
ALL SERVICES	0.4	2.4	1.7	0	2.7	2.0
NATIONAL GUARD	5.6	2.0	3.3	4.3	1.5	2.3
RESERVES	2.4	2.0	2.2	0	1.4	1.0

-----Questions permitted as many as 7 responses-----

--TOTAL--

--COUNT--

198 354 552 41 114 155

Q827 - WITHIN THE LAST YEAR, HAVE YOU VISITED A RECRUITING STATION FOR
RESERVE PROPENSITY
INFORMATION ABOUT THE MILITARY?

-----MARKET-----							
		-----YOUNG MALES-----			-----YOUNG FEMALES-----		
		POS	NEG	TOTAL	POS	NEG	TOTAL
		PROP	PROP	(PCT)	PROP	PROP	(PCT)
		(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
--RESPONSES--							
YES		20.9	11.5	13.5	17.8	2.9	4.2
NO		79.1	88.4	86.5	82.0	97.0	95.7
DON'T KNOW		0	0.1	0.1	0.3	0.1	0.1
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--		1221	4421	5642	303	3145	3448

RESERVE PROPENSITY
Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFORMATION ABOUT THE MILITARY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	54.9	41.9	44.6	69.1	46.7	49.8	47.9	23.1	25.2	50.3	20.4	21.5
NO	45.1	58.0	55.2	30.9	53.3	50.2	51.8	76.8	74.7	49.7	79.3	78.2
DON'T KNOW	0	0.1	0.1	0	0	0	0.3	0.1	0.1	0	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

--RESPONSES--

RESERVE PROPENSITY
Q629 - (IF Q628=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)

--RESPONSES--

AIR FORCE	24.5	24.7	24.7	19.5	25.3	24.2	22.8	25.1	24.8	34.9	32.6	32.8
ARMY	53.0	53.0	53.0	53.7	48.3	49.4	56.3	54.2	54.6	57.8	53.9	54.3
MARINES	28.2	28.1	28.1	24.0	27.0	26.4	20.3	16.8	17.4	9.0	12.3	12.0
NAVY	25.9	26.6	26.4	24.0	25.5	25.2	23.0	19.1	19.7	25.1	24.8	24.9

--TOTAL--

-----Question permitted as many as 4 responses-----

--COUNT--

681	1901	2582	111	447	558	140	707	847	23	224	247
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RESERVE PROPENSITY
Q630 - MIGHT YOU TALK TO A RECRUITER IN THE FUTURE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	78.1	26.7	35.5	59.8	9.0	13.3	67.9	14.8	18.0	86.5	7.6	9.4
NO	17.9	68.7	59.9	28.6	89.9	84.6	28.3	82.4	79.2	9.9	87.8	85.9
DON'T KNOW	4.0	4.6	4.5	11.6	1.1	2.0	3.8	2.7	2.8	3.6	4.6	4.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	540	2520	3060	43	502	545	163	2438	2601	20	811	831

--RESPONSES--

RESERVE PROPENSITY
Q831 - DID THE AIR FORCE RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS					NEG					POS					NEG				
PROP					PROP					PROP					PROP				
(PCT)					(PCT)					(PCT)					(PCT)				
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
--RESPONSES--																			
ACTIVE AIR FORCE					66.1	73.4	71.5	77.4	87.9	86.3	36.9	57.2	54.2	40.9	77.7	74.3			
AIR RESERVE					16.4	12.0	13.1	13.5	4.5	5.9	38.1	16.9	20.0	47.1	4.5	8.5			
AIR NATIONAL GUARD					11.0	4.9	6.5	0	2.3	1.9	18.4	12.4	13.3	12.1	8.2	8.6			
DON'T KNOW					6.5	9.7	8.9	9.1	4.4	5.1	6.7	13.5	12.5	0	9.5	8.6			
REFUSED					0	0	0	0	0.9	0.8	0	0	0	0	0	0			
---TOTAL---					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
---COUNT---					175	484	659	21	120	141	33	196	229	7	76	83			

RESERVE PROPENSITY
Q632A - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

-----MARKET-----														
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---														
RECRUITER CALLED	12.4	20.6	18.5	32.8	15.2	17.9	3.1	10.4		9.3		0	7.0	6.3
CALLED RECRUITER	3.2	7.1	6.1	10.7	17.8	16.7	10.3	5.4		6.1		62.8	16.5	20.8
RECRUITING STATION	15.6	14.8	15.0	26.6	32.5	31.6	18.3	9.7		11.0		25.1	33.0	32.3
JOB FAIR	2.8	3.2	3.1	0	0	0	2.4	4.0		3.8		0	1.2	1.1
AT SCHOOL	56.5	46.6	49.2	23.9	31.0	29.9	52.9	60.0		58.9		0	33.8	30.7
OTHER WAY	9.5	7.4	7.9	5.9	3.4	3.8	13.0	10.1		10.5		12.1	8.5	8.9
DON'T KNOW	0	0.2	0.1	0	0	0	0	0.5		0.4		0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0		100.0	100.0	100.0
---COUNT---	175	484	659	21	120	141	33	196		229		7	76	83

The table for question 632B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

RESERVE PROPENSITY
Q633TIME -NO. OF MONTHS SINCE YOU TALKED WITH AN AIR FORCE RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
UP TO 1 MONTH	15.0	8.2	10.0		0	0.3	0.2		12.4	3.4	4.7		0	0	0	
ONE MONTH	8.8	7.3	7.7		0	2.6	2.2		5.0	4.1	4.2		0	0	0	
2 MONTHS	4.0	5.3	5.0		11.7	0	1.7		5.9	2.0	2.6		0	0	0	
3 MONTHS	14.4	4.5	7.0		0	2.3	1.9		13.3	4.2	5.6		0	0	0	
4 TO 6 MONTHS	14.6	16.8	16.3		8.8	0	1.3		25.9	22.3	22.9		33.1	4.6	7.7	
7 TO 12 MONTHS	16.1	19.9	18.9		5.3	5.0	5.0		17.5	17.0	17.0		12.1	5.0	5.8	
13 TO 18 MONTHS	13.4	14.0	13.9		9.7	2.5	3.6		11.7	18.7	17.6		0	2.4	2.1	
19 TO 24 MONTHS	3.8	7.5	6.6		4.9	5.5	5.4		8.4	11.5	11.0		0	0	0	
25 MONTHS OR MORE	9.8	16.4	14.7		59.5	81.8	78.6		0	16.8	14.2		54.9	88.0	84.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	154	438	592		16	102	118		32	182	214		7	65	72	

RESERVE PROPENSITY
Q634 - DID THE ARMY RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
ACTIVE ARMY	54.7	65.1	62.4		69.2	77.9	76.1		48.9	58.5	56.6		67.5	70.5	70.2	
ARMY RESERVE	24.5	19.7	21.0		5.6	11.9	10.6		26.3	23.9	24.3		15.1	14.6	14.7	
ARMY NATIONAL GUARD	13.7	7.0	8.8		20.2	5.2	8.4		11.3	11.0	11.0		17.4	6.9	7.9	
DON'T KNOW	7.0	8.2	7.9		5.0	4.9	4.9		15.4	6.6	8.0		0	8.0	7.3	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	365	1007	1372		61	219	280		82	386	468		15	118	133	

RESERVE PROPENSITY
Q635A - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
RECRUITER CALLED	19.9	33.5	30.0	20.5	20.8	20.7	7.2	22.9	20.3	7.3	11.8
CALLER RECRUITER	6.1	3.4	4.1	28.6	16.0	18.6	5.8	3.4	3.8	7.8	18.7
RECRUITING STATION	16.5	12.4	13.5	22.3	32.8	30.6	16.5	8.4	9.8	27.6	19.5
JOB FAIR	1.1	1.1	1.1	0	1.2	0.9	2.9	3.4	3.4	0	0.6
AT SCHOOL	44.7	39.2	40.6	24.3	22.4	22.8	52.5	50.1	50.5	32.3	46.6
OTHER WAY	11.4	9.6	10.0	4.3	6.8	6.3	13.8	11.5	11.9	25.1	3.6
DON'T KNOW	0.3	0.9	0.7	0	0	0	1.1	0.2	0.3	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	365	1007	1372	61	219	280	82	386	468	15	118
											133

The table for question 635B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

RESERVE PROPENSITY
Q636TIME ~ NUMBER OF MONTHS SINCE TALKED WITH AN ARMY RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
UP TO 1 MONTH	21.3	12.5	14.8		5.8	0.4	1.5		15.0	4.7	6.3		0	0.6	0.6	
ONE MONTH	6.5	6.5	6.5		3.1	0	0.6		8.5	5.5	8.0		0	0	0	
2 MONTHS	9.2	6.1	6.9		2.7	0.8	1.2		19.8	8.0	9.8		0	0	0	
3 MONTHS	8.3	7.1	7.4		2.0	1.7	1.8		6.0	4.3	4.5		0	0	0	
4 TO 6 MONTHS	18.3	14.1	15.2		7.3	2.3	3.3		15.2	21.1	20.2		0	1.6	1.5	
7 TO 12 MONTHS	13.7	16.3	15.7		8.0	4.9	5.5		14.9	11.6	12.1		27.4	5.4	7.6	
13 TO 18 MONTHS	10.0	13.5	12.6		8.2	7.2	7.4		6.1	11.6	10.7		0	4.8	4.3	
19 TO 24 MONTHS	4.0	5.4	5.0		2.5	6.3	5.5		2.3	10.6	9.4		0	2.7	2.4	
25 MONTHS OR MORE	8.6	18.4	15.9		60.4	76.4	73.1		12.2	22.5	20.9		72.6	84.8	83.6	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	326	901	1227		55	192	247		74	353	427		12	100	112	

RESERVE PROPENSITY
Q637 - DID THE MARINE CORPS RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----															
-----YOUNG MALES-----						-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--															
ACTIVE MARINES	50.3	54.5	53.4	60.8	71.1	69.3	37.1	56.4	52.8	100.0	52.3	55.4			
MARINE RESERVES	13.4	8.4	9.7	2.6	7.6	6.7	20.6	15.0	16.1	0	14.6	13.6			
BOTH	32.2	26.9	28.3	12.2	13.9	13.6	22.7	22.7	22.7	0	28.8	26.9			
DON'T KNOW	4.2	10.2	8.7	24.4	7.5	10.4	19.6	5.9	8.5	0	4.4	4.1			
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	207	535	742	25	118	143	20	117	137	2	28	30			

RESERVE PROPENSITY
Q638A - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

-----MARKET-----												
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
19.0	35.5	31.2	26.0	24.6	24.8	7.0	11.4	10.5	0	11.5	10.8	
2.0	2.8	2.6	27.6	11.7	14.5	2.6	2.8	2.8	0	3.0	2.8	
14.7	10.9	11.9	17.2	28.7	26.7	3.6	4.0	3.9	68.0	25.2	28.0	
1.2	1.2	1.2	0	1.9	1.6	2.5	4.4	4.0	0	0	0	
56.1	40.2	44.3	26.0	25.4	25.5	45.1	58.7	56.1	0	43.0	40.2	
6.5	9.3	8.6	3.2	7.7	6.9	39.3	18.8	22.6	32.0	17.4	18.3	
0.5	0.2	0.2	0	0	0	0	0	0	0	0	0	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
207	535	742	25	118	143	20	117	137	2	28	30	

--RESPONSES--

RECRUITER CALLED

CALLED RECRUITER

RECRUITING STATION

JOB FAIR

AT SCHOOL

OTHER WAY

DON'T KNOW

--TOTAL--

--COUNT--

The table for question 638B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

RESERVE PROPENSITY
Q639TIME - NUMBER OF MONTHS SINCE YOU TALKED WITH A MARINE RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
UP TO 1 MONTH	19.4	18.5	18.8		5.8	0	1.0		23.3	15.1	16.5		0	10.3	9.5	
ONE MONTH	4.4	5.7	5.4		6.9	0	1.2		0	3.4	2.8		0	0	0	
2 MONTHS	7.5	5.8	6.2		15.0	1.8	4.1		24.6	1.6	5.5		0	4.3	3.9	
3 MONTHS	9.0	8.1	8.3		0	0.6	0.5		2.9	4.5	4.3		0	0	0	
4 TO 6 MONTHS	15.8	13.4	14.0		0	4.3	3.5		6.0	19.1	16.9		0	3.5	3.3	
7 TO 12 MONTHS	15.6	15.6	15.6		4.7	5.5	5.4		0	12.9	10.7		0	0	0	
13 TO 18 MONTHS	14.0	13.6	13.7		0	5.6	4.6		30.7	12.5	15.6		0	6.4	5.9	
19 TO 24 MONTHS	5.6	4.8	5.0		3.6	1.4	1.8		12.5	6.5	7.5		0	0	0	
25 MONTHS OR MORE	8.6	14.4	13.0		64.0	80.8	77.8		0	24.3	20.1		100.0	75.5	77.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	182	486	668		22	102	124		19	108	127		2	23	25	

RESERVE PROPENSITY
Q640 - DID THE NAVY RECRUITER YOU TALKED TO REPRESENT THE...

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
ACTIVE NAVY	59.4	63.9	62.8	64.4	65.2	65.1	36.8	45.2	43.6	53.9	52.2
NAVAL RESERVES	11.8	8.0	9.0	7.9	6.2	6.5	25.8	20.6	21.6	9.1	11.3
BOTH	25.5	17.5	19.6	16.7	23.1	21.9	29.4	23.6	24.7	19.6	26.8
DON'T KNOW	3.2	10.6	8.7	11.0	5.5	6.5	7.9	10.6	10.1	0	8.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	168	499	667	26	120	146	35	146	181	4	61
-----OLDER FEMALES-----											

RESERVE PROPENSITY
Q841A - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
---RESPONSES---																			
RECRUITER CALLED	21.8	35.2	31.8		17.3	23.1	22.1		5.1	6.0	5.8		0	1.4	1.3				
CALLED RECRUITER	5.0	6.4	6.0		14.8	12.7	13.1		5.9	2.2	2.9		19.6	21.6	21.4				
RECRUITING STATION	21.7	14.0	15.9		31.0	28.3	28.8		12.3	12.9	12.8		34.1	33.0	33.1				
JOB FAIR	0	1.2	0.9		5.8	0.9	1.8		2.4	6.1	5.4		0	0	0				
AT SCHOOL	38.1	35.9	36.5		6.5	25.4	22.0		67.4	63.7	64.4		0	35.9	32.8				
OTHER WAY	12.5	6.5	8.0		24.5	9.5	12.2		7.0	9.1	8.7		46.3	6.9	10.4				
DON'T KNOW	0.9	0.9	0.9		0	0	0		0	0	0		0	1.1	1.0				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	168	499	667		26	120	146		35	146	181		4	57	61				

The table for question 641B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

RESERVE PROPENSITY
Q842TIME -NUMBER OF MONTHS SINCE YOU TALKED WITH A NAVY RECRUITER

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
UP TO 1 MONTH	17.9	11.9	13.3		0	3.3	2.8		13.5	3.6	5.3		0	0	0	
ONE MONTH	18.0	9.3	10.9		0	0.7	0.6		3.9	2.8	3.0		0	0	0	
2 MONTHS	6.2	7.6	7.2		0	3.9	3.2		11.0	3.7	4.9		0	1.9	1.7	
3 MONTHS	7.4	6.7	6.9		17.6	0.8	3.7		5.6	6.5	6.3		0	0	0	
4 TO 6 MONTHS	16.5	15.6	15.8		4.0	3.1	3.2		5.9	18.0	16.0		0	3.5	3.2	
7 TO 12 MONTHS	17.0	14.1	15.0		12.6	2.5	4.3		27.0	16.0	17.8		0	4.8	4.3	
13 TO 18 MONTHS	11.5	13.6	13.1		17.6	3.0	5.5		18.4	24.0	23.1		0	0	0	
19 TO 24 MONTHS	3.8	5.6	5.3		0	3.9	3.3		0	8.2	6.8		21.8	0	2.3	
25 MONTHS OR MORE	2.9	15.4	12.3		48.2	78.6	73.4		14.8	17.2	16.8		78.2	89.8	88.5	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	154	451	605		22	108	130		31	137	168		4	45	49	

--RESPONSES--

RESERVE PROPENSITY
Q645 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

-----MARKET-----																																																																
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																																	
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)																																																	
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)																																																	
23.2					20.9					21.4					41.5					26.5					28.5					16.9					14.7					14.9					25.1					9.2					9.8									
76.8					78.8					78.4					57.4					72.8					70.7					82.6					84.9					84.7					74.9					90.3					89.7									
0					0.2					0.2					0					0.7					0.6					0.5					0.3					0.3					0					0.6					0.5									
0					0.0					0.0					1.1					0					0.2					0					0.0					0.0					0					0					0									
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
1221					4421					5642					154					949					1103					303					3145					3448					43					1035					1078									
--RESPONSES--																																																																
YES																																																																
NO																																																																
DON'T KNOW																																																																
REFUSED																																																																
---TOTAL---																																																																
---COUNT---																																																																

RESERVE PROPENSITY
Q646 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
---RESPONSES---																			
YES	83.4	30.6	41.5		62.2	9.4	15.4		71.4	15.3	19.9		78.5	6.3	8.5				
NO	14.0	65.0	54.5		33.9	88.0	81.8		22.7	80.7	75.8		14.4	91.1	88.7				
DON'T KNOW	2.6	4.4	4.0		3.9	2.7	2.8		5.9	4.0	4.2		7.1	2.7	2.8				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	930	3455	4385		91	695	786		252	2672	2924		32	928	960				

RESERVE PROPENSITY
Q647 - (IF YES TO Q645) WHERE DID YOU TAKE THE ASVAB?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
AT HIGH SCHOOL	75.5	74.4	74.6	38.9	45.7	44.4	67.1	89.2	37.6	57.5	55.6
AT MEPS	17.5	18.9	18.6	49.9	37.0	39.6	27.9	7.4	55.2	36.9	38.6
ELSEWHERE	7.0	6.7	6.8	11.2	17.1	15.9	5.0	3.4	7.2	5.0	5.2
DON'T KNOW	0	0	0	0	0.2	0.2	0	0	0	0.7	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	291	966	1257	63	254	317	51	473	11	107	118

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION....
Q650 - PROVIDES MONEY FOR EDUCATION?

	-----MARKET-----									
	-----YOUNG MALES-----					-----OLDER MALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
-----RESPONSES-----										
AIR FORCE	16.1	13.9	14.4	26.9	21.0	21.8	18.1	16.0	28.4	16.7
ARMY	59.9	58.8	59.0	48.1	51.9	51.4	55.1	53.8	49.2	48.4
MARINES	8.2	8.7	8.6	8.0	8.3	8.2	10.7	10.5	5.5	11.6
NAVY	12.5	12.5	12.5	11.1	11.8	11.7	10.9	12.3	10.6	15.3
NONE	1.8	3.7	3.3	4.7	3.5	3.7	2.6	4.0	0	4.0
DON'T KNOW	1.5	2.3	2.1	1.1	3.5	3.2	2.6	3.4	6.3	4.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	43	1035
										1078

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q651 - LACK OF PERSONAL FREEDOM?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
AIR FORCE	8.6	5.6	6.2		9.5	5.8	6.4		8.6	7.5	7.6		10.8	7.4	7.6	
ARMY	18.9	18.5	18.6		10.8	16.1	15.3		26.9	24.1	24.4		22.7	24.0	23.9	
MARINES	39.7	42.4	41.9		38.7	41.8	41.4		31.5	31.2	31.2		18.5	36.0	35.4	
NAVY	20.5	18.5	18.9		31.1	24.3	25.3		18.8	21.8	21.5		38.4	17.4	18.2	
NONE	7.4	10.2	9.6		6.0	7.4	7.2		10.8	10.4	10.4		3.1	9.6	9.3	
DON'T KNOW	4.9	4.7	4.7		3.6	4.5	4.4		3.3	5.1	4.9		6.4	5.6	5.6	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q852 - TEACHES VALUABLE SKILLS AND TRADES?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	29.2	31.5	31.0	35.1	37.0	36.8	24.1	29.9	29.4	30.5	35.0	34.8
ARMY	38.1	32.4	33.2	29.8	26.7	27.1	37.6	32.8	33.2	32.5	28.5	28.6
MARINES	14.6	12.9	13.2	8.3	11.0	10.6	16.5	13.9	14.1	18.0	12.9	13.1
NAVY	16.7	17.7	17.5	19.5	19.4	19.4	17.3	15.8	16.0	11.5	15.6	15.5
NONE	2.4	3.4	3.2	3.8	2.5	2.7	2.8	4.1	4.0	0	4.6	4.5
DON'T KNOW	1.0	2.1	1.9	3.6	3.4	3.4	1.5	3.4	3.2	7.5	3.3	3.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q653 - EXTENDED DUTY AWAY FROM IMMEDIATE FAMILY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	10.0	8.1	8.6	7.8	6.7	6.9	11.2	12.6	12.5	9.7	9.9	9.9
ARMY	21.1	18.4	19.0	17.7	14.2	14.7	29.1	24.0	24.4	29.2	20.8	21.1
MARINES	20.0	18.6	19.9	20.8	19.4	19.6	21.4	19.9	20.0	31.6	19.3	19.7
NAVY	43.4	47.7	46.8	46.1	51.6	50.8	33.7	35.5	35.3	26.1	42.2	41.8
NONE	3.2	4.6	4.3	4.2	4.6	4.5	3.3	4.6	4.5	0	3.8	3.7
DON'T KNOW	2.4	2.6	2.6	3.3	3.5	3.6	1.2	3.4	3.2	3.5	4.0	4.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	164	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q654 - OPPORTUNITIES FOR PROMOTION AND ADVANCEMENT?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	30.5	28.1	28.6	33.7	34.0	34.0	29.6	28.2	28.3	21.9	30.6	30.3
ARMY	34.4	35.9	35.6	29.8	29.2	29.3	28.3	33.3	32.9	52.8	26.7	27.6
MARINES	14.6	12.6	13.0	12.6	11.6	11.8	19.1	14.7	15.1	9.7	15.8	15.6
NAVY	15.3	15.5	15.5	14.6	15.9	15.7	15.6	14.2	14.4	9.4	15.1	14.9
NONE	3.0	5.2	4.7	4.1	5.2	5.1	5.0	5.9	5.8	0	5.6	5.4
DON'T KNOW	2.2	2.7	2.6	5.2	4.1	4.2	2.3	3.6	3.5	6.2	6.2	6.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q655 - EQUAL PAY AND ADVANCEMENT FOR MEN AND WOMEN?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
AIR FORCE	21.6	20.4	20.6	22.4	19.4	19.8	21.8	18.3	18.6	15.8	21.3	21.1
ARMY	48.6	47.7	47.9	41.9	47.4	46.6	48.1	45.0	45.3	55.9	40.3	40.9
MARINES	10.3	6.9	7.6	6.8	7.9	7.8	11.0	9.5	9.6	8.7	8.9	8.9
NAVY	13.4	14.6	14.4	21.0	15.3	16.1	11.3	14.2	13.9	10.5	15.3	15.1
NONE	3.3	6.9	6.1	3.8	5.3	5.1	4.3	8.0	7.7	3.5	9.4	9.1
DON'T KNOW	2.7	3.4	3.3	4.0	4.7	4.6	3.5	5.0	4.9	5.6	4.9	4.9
REFUSED	0	0.1	0.1	0	0	0	0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q856 - WORK THAT DOES NOT PREPARE YOU FOR CIVILIAN CAREER?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
---RESPONSES---																			
AIR FORCE	12.6	11.2	11.5		11.0	10.2	10.3		14.0	14.7	14.7		12.8	13.9	13.8				
ARMY	23.3	20.9	21.4		30.3	25.0	25.8		27.6	21.5	22.0		16.0	19.6	19.4				
MARINES	27.6	32.1	31.2		33.0	31.3	31.6		24.7	23.1	23.2		24.6	24.3	24.3				
NAVY	17.5	17.4	17.4		12.1	16.0	15.5		16.4	20.4	20.1		29.5	19.1	19.5				
NONE	11.9	13.3	13.0		8.3	11.7	11.2		13.3	13.8	13.8		6.6	15.3	15.0				
DON'T KNOW	7.1	4.9	5.4		5.4	5.7	5.7		4.1	6.4	6.2		10.4	7.9	8.0				
REFUSED	0	0.1	0.1		0	0	0		0	0.0	0.0		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q857 - DEFENDING YOUR COUNTRY?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
---RESPONSES---																			
AIR FORCE	12.9	9.1	9.9		11.9	10.2	10.4		10.8	8.7	8.8		10.8	9.3	9.4				
ARMY	42.5	39.9	40.4		34.7	33.9	34.0		52.6	57.7	57.2		56.0	51.3	51.4				
MARINES	34.0	37.5	36.8		41.0	43.2	42.9		20.9	20.8	20.8		16.8	22.8	22.6				
NAVY	7.7	7.7	7.7		9.3	7.0	7.3		10.1	8.3	8.4		10.2	10.2	10.2				
NONE	2.2	3.8	3.4		1.9	2.9	2.7		3.1	2.3	2.3		0	3.7	3.6				
DON'T KNOW	0.8	2.0	1.7		1.1	2.8	2.5		2.6	2.3	2.3		6.3	2.7	2.9				
REFUSED	0	0.1	0.1		0	0	0		0	0.0	0.0		0	0	0				
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q658 - WORKING IN A HIGH-TECHNOLOGY ENVIRONMENT?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)				
--RESPONSES--																			
AIR FORCE	57.8	61.5	60.7		58.2	63.0	62.3		53.4	56.2	56.0		49.2	57.6	57.3				
ARMY	16.0	11.5	12.5		10.0	8.6	8.8		13.2	11.8	11.9		19.3	8.8	9.2				
MARINES	7.8	6.4	6.7		7.5	5.9	6.1		16.4	10.7	11.2		8.9	8.1	8.1				
NAVY	16.5	16.5	16.5		23.2	18.0	18.7		15.2	16.3	16.2		19.1	20.7	20.7				
NONE	0.5	2.7	2.2		0	2.1	1.8		0.3	2.4	2.2		0	2.3	2.2				
DON'T KNOW	1.4	1.4	1.4		1.1	2.4	2.2		1.5	2.6	2.5		3.5	2.5	2.5				
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0				
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078				

RESERVE PROPENSITY
WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q659 - WORK IN OR NEAR A COMBAT ZONE?

-----MARKET-----															
-----YOUNG MALES-----					-----OLDER MALES-----			-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---															
AIR FORCE	4.5	5.1	5.0		6.1	3.1	3.5		7.7	6.4	6.5		4.1	5.3	5.3
ARMY	46.7	43.3	44.0		38.5	39.6	39.5		51.5	57.4	56.9		62.7	52.8	53.1
MARINES	39.6	39.4	39.5		42.4	43.7	43.5		24.0	21.7	21.9		17.8	27.3	27.0
NAVY	6.9	7.8	7.6		11.9	8.9	9.3		10.5	9.8	9.8		11.9	9.3	9.4
NONE	0.8	2.9	2.5		0	1.7	1.5		2.5	2.1	2.1		0	2.4	2.3
DON'T KNOW	1.6	1.5	1.5		1.1	2.8	2.6		3.8	2.7	2.8		3.5	2.9	2.9
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078

RESERVE PROPENSITY
Q882 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	45.2	36.7	38.5		35.1	23.7	25.3		41.4	37.8	38.1		29.6	20.4	20.7	
NO	54.4	62.6	60.9		64.9	75.9	74.4		57.0	61.7	61.3		70.4	79.0	78.6	
DON'T KNOW	0.4	0.7	0.6		0	0.3	0.3		1.6	0.5	0.6		0	0.7	0.7	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
Q683 - WITHIN THE LAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	63.8	35.1	41.1	44.9	15.9	20.0	57.3	16.7	20.2	53.2	6.1	7.8
NO	36.2	64.8	58.8	55.1	84.1	80.0	42.7	83.0	79.6	46.8	93.9	92.2
DON'T KNOW	0	0.1	0.1	0	0	0	0	0.2	0.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

--RESPONSES--

RESERVE PROPENSITY
Q684 - WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS		NEG		POS		NEG		POS		NEG		POS		NEG	
	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)	PROP (PCT)	TOTAL (PCT)
---RESPONSES---																
FRIEND	52.1	51.5	51.7	49.8	53.7	52.5	45.8	38.0	39.9	28.0	63.4	53.9				
MOTHER	32.2	35.4	34.3	23.5	8.9	13.5	39.7	36.0	36.9	18.9	12.6	13.7				
FATHER	35.6	41.9	39.9	23.4	15.3	17.8	36.9	28.9	30.8	12.7	11.6	11.9				
BROTHER/SISTER	10.2	9.7	9.9	17.7	8.6	11.4	20.2	12.9	14.7	14.2	14.4	14.4				
OTHER RELATIVE	14.3	10.3	11.6	20.4	10.7	13.7	15.0	11.4	12.2	23.6	6.2	10.6				
BOY/GIRL FRIEND/SPOUSE	3.4	3.1	3.2	13.4	13.4	13.4	10.7	7.5	8.3	15.2	16.0	15.8				
TEACHER	3.5	2.2	2.6	0	0.6	0.4	2.8	2.7	2.8	0	0	0				
COUNSELOR	5.7	3.9	4.5	2.6	0	0.8	5.3	3.7	4.1	0	0	0				
RECRUITER	25.5	28.3	27.4	18.6	16.0	16.8	25.7	22.1	23.0	13.2	13.2	13.2				
CO-WORKER	1.5	0.7	1.0	5.8	4.0	4.6	1.4	0.3	0.5	4.0	0	1.0				
EMPLOYER	0.5	0.7	0.6	2.7	1.3	1.7	0.5	0.7	0.7	0	1.2	0.9				

---TOTAL--- Questions permitted as many as 11 responses-----

---COUNT--- 760 1570 2330 70 153 223 179 569 748 22 55 77

RESERVE PROPENSITY
(IF MENTIONED IN Q684A)....
Q684B1 - IS YOUR FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

		-----MARKET-----													
		-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----	
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	PJS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		
YES		53.0	53.3	53.2	58.1	51.8	53.1	42.5	51.6	49.1	80.1	28.2	34.5		
NO		46.3	46.3	46.3	43.9	48.2	46.9	57.5	48.4	50.9	19.9	71.8	65.5		
DON'T KNOW		0.8	0.4	0.5	0	0	0	0	0	0	0	0	0		
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--		388	791	1177	35	83	118	81	225	306	6	30	36		

--RESPONSES--

RESERVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B2 - IS YOUR MOTHER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	0	0.3	0.2	0	0	0	3.6	1.2	1.8	0	0	0
NO	97.1	97.2	97.2	100.0	95.7	98.1	92.7	96.8	95.7	100.0	100.0	100.0
DON'T KNOW	2.9	2.5	2.6	0	4.3	1.9	3.7	2.1	2.5	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	262	550	812	18	17	35	71	206	276	4	8	12

--RESPONSES--

RESERVE PROPENSITY
(IF MENTIONED IN Q684A)...

Q684B4 - IS YOUR BROTHER/SISTER CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	42.7	37.3	39.1	30.6	56.0	43.7	50.7	38.6	42.6	67.3	43.3	49.3
NO	57.3	62.7	60.9	69.4	44.0	56.3	47.1	59.2	55.1	32.7	56.7	50.7
DON'T KNOW	0	0	0	0	0	0	2.2	2.3	2.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	84	148	232	12	15	27	31	72	103	3	10	13

--RESPONSES--

RESERVE PROPENSITY
(IF MENTIONED IN Q684A)...

Q684B5 - ARE ANY OTHER RELATIVES CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	40.4	47.7	44.8	55.7	49.1	52.1	59.9	50.8	53.5	50.1	76.3	61.6
NO	58.0	51.4	54.1	44.3	50.9	47.9	40.1	49.2	46.5	49.9	23.7	38.4
DON'T KNOW	1.6	0.9	1.1	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	116	179	295	16	17	33	30	71	101	5	4	9

--RESPONSES--

RESERVE PROPENSITY
(IF MENTIONED IN Q684A) ...
Q684B6 - IS YOUR SPOUSE/FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	3.9	0	1.3	9.6	0	3.0	42.5	22.9	29.0	0	16.6	12.5
NO	96.1	98.3	97.5	90.4	100.0	97.0	53.4	73.4	67.1	100.0	83.4	87.5
DON'T KNOW	0	1.7	1.1	0	0	0	4.1	3.8	3.9	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	36	53	89	9	19	28	15	47	62	3	12	15

--RESPONSES--

RESERVE PROPENSITY
Q690 -IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
WOULD YOU SAY IT WAS...

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS					NEG					POS					NEG				
PROP					PROP					PROP					PROP				
(PCT)					(PCT)					(PCT)					(PCT)				
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
--RESPONSES--																			
WASTE OF TIME					2.1	9.3	7.8	7.9	11.1	10.7	2.0	6.9	6.5	1.9	5.7	5.6			
UP TO HIM/HER					39.0	60.0	55.5	41.7	58.9	56.5	36.1	63.1	60.8	16.0	63.5	61.8			
GOOD IDEA					58.6	29.6	35.7	50.4	29.5	32.4	61.9	29.6	32.3	82.1	29.6	31.6			
DON'T KNOW					0.3	1.1	0.9	0	0.4	0.4	0	0.4	0.4	0	1.1	1.1			
REFUSED					0	0.0	0.0	0	0	0	0	0.1	0.0	0	0	0			
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--					1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078			

--RESPONSES--

WASTE OF TIME

UP TO HIM/HER

GOOD IDEA

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

RESERVE PROPENSITY

Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
WOULD YOU SAY THAT MOST OF THEM ARE...?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
VERY FAVORABLE	19.4	9.2	11.3	18.2	8.0	9.4	27.1	4.8	6.7	17.9	5.7	6.1
SOMEWHAT FAVORABLE	40.7	26.9	29.8	38.2	24.0	26.0	31.9	21.5	22.4	48.7	16.4	17.6
NEITHER	17.2	27.3	25.2	18.6	31.4	29.6	13.9	31.3	29.8	17.2	23.7	23.5
SOMEWHAT UNFAVORABLE	12.7	18.6	17.3	12.7	17.7	17.0	15.3	17.7	17.5	9.5	19.1	18.8
VERY UNFAVORABLE	8.9	16.9	15.2	12.4	18.0	17.2	11.5	23.2	22.2	3.3	33.8	32.7
DON'T KNOW	1.2	1.1	1.2	0	0.9	0.7	0	1.5	1.4	3.5	1.3	1.3
REFUSED	0	0.0	0.0	0	0	0	0.3	0.0	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5342	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?
ARE YOU...?

-----MARKET-----											
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--											
VERY FAVORABLE	30.0	9.9	14.1	25.0	6.6	9.2	33.8	4.3	6.8	29.3	4.1
SOMEWHAT FAVORABLE	44.3	21.5	26.3	38.6	18.6	21.4	43.4	15.6	18.0	52.2	14.5
NEITHER	11.4	17.8	16.5	10.3	17.4	16.4	8.5	17.4	16.7	5.4	11.8
SOMEWHAT UNFAVORABLE	9.2	20.8	18.3	19.0	23.4	22.8	4.6	20.2	18.9	11.2	20.0
VERY UNFAVORABLE	4.5	29.2	24.0	7.0	33.5	29.8	8.9	41.9	39.1	1.8	48.9
DON'T KNOW	0.5	0.8	0.7	0	0.6	0.5	0.5	0.5	0.5	0	0.7
REFUSED	0	0.0	0.0	0	0	0	0.3	0.0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035
											1078

RESERVE PROPENSITY
Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM (PSAT,SAT,ACT)?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	37.8	49.7	47.2	36.2	47.6	46.1	35.8	50.9	49.6	52.1	50.7	50.7
NO	62.0	50.0	52.6	62.6	52.2	53.6	64.2	48.9	50.2	47.9	48.5	48.5
DON'T KNOW	0.1	0.3	0.3	1.2	0.2	0.3	0	0.2	0.1	0	0.8	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	164	949	1103	303	3145	3448	43	1035	1078

Q699 - (IF Q698=N0), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?
RESERVE PROPENSITY

-----MARKET-----																																																											
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----																																												
POS					NEG					POS					NEG																																												
PROP					PROP					PROP					PROP																																												
(PCT)					(PCT)					(PCT)					(PCT)																																												
TOTAL					TOTAL					TOTAL					TOTAL																																												
(PCT)					(PCT)					(PCT)					(PCT)																																												
76.9					67.2					69.6					58.0					32.1					36.3					70.3					72.0					76.9					42.6					43.9									
19.0					30.3					27.5					37.3					64.3					59.8					9.6					27.2					25.3					9.6					53.7					52.1				
4.0					2.5					2.9					4.7					3.7					3.8					4.4					2.5					2.7					13.5					3.7					4.0				
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
788					2218					3006					101					502					603					193					1501					1694					21					513					534				
---RESPONSES---																																																											
YES																																																											
NO																																																											
DON'T KNOW																																																											
--TOTAL--																																																											
--COUNT--																																																											

--RESPONSES--

YES

N0

DON'T KNOW

--TOTAL--

--COUNT--

RESERVE PROPENSITY
Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
--RESPONSES--	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
MOSTLY A'S	3.4	7.2	6.4	2.0	3.6	3.4	3.8	9.4	8.9	0	6.2	6.0
A'S & B'S	17.9	19.7	19.3	10.1	15.2	14.5	24.5	28.3	28.0	22.0	22.6	22.6
MOSTLY B'S	19.8	22.0	21.6	23.3	24.7	24.5	22.4	23.8	23.7	29.1	27.9	28.0
B'S & C'S	31.3	28.5	29.1	34.9	30.7	31.3	29.3	25.3	25.7	25.3	27.3	27.3
MOSTLY C'S	18.2	17.1	17.3	23.7	20.5	20.9	16.0	9.9	10.4	21.2	12.7	13.0
C'S & D'S	6.8	3.9	4.5	4.8	3.9	4.0	1.9	1.7	1.7	2.5	2.2	2.2
D'S & F'S	1.5	1.0	1.1	0	1.0	0.9	1.2	1.0	1.0	0	0.5	0.5
DON'T KNOW	1.0	0.4	0.5	1.3	0.4	0.6	0	0.3	0.3	0	0.5	0.5
REFUSED	0	0.3	0.2	0	0	0	0.8	0.2	0.3	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1207	4380	5587	148	929	1077	299	3120	3419	43	1013	1056

RESERVE PROPENSITY
Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM....

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
--RESPONSES--	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
COLLEGE PREP	64.0	70.6	69.2	48.7	57.2	56.0	63.3	74.0	73.1	55.4	60.2	60.1
BUSINESS	8.3	6.5	6.9	9.4	8.0	8.1	12.0	11.8	11.8	24.3	21.0	21.1
VOC/TECH	23.7	20.3	21.0	39.1	31.9	32.8	21.5	11.6	12.4	16.0	15.4	15.4
DON'T KNOW	4.0	2.5	2.8	2.8	3.0	3.0	2.6	2.6	2.6	4.3	3.3	3.4
REFUSED	0.1	0.2	0.1	0	0	0	0.6	0.0	0.1	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1207	4380	5587	148	929	1077	299	3120	3419	43	1013	1056

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q702 - ELEMENTARY ALGEBRA?

-----MARKET-----

		-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--	YES, TAKEN	75.5	83.5	81.8	66.1	79.5	77.7	79.0	84.6	84.1	81.5	79.9	79.9
	YES, PLAN TO	7.9	3.3	4.3	4.2	1.1	1.5	9.0	2.3	2.9	0	0.7	0.6
	NO	16.6	13.1	13.8	29.7	19.4	20.8	11.5	13.0	12.8	18.5	19.3	19.3
	DON'T KNOW	0	0.0	0.0	0	0	0	0	0.1	0.1	0	0.1	0.1
	REFUSED	0	0.1	0.1	0	0	0	0.5	0.0	0.1	0	0	0
---TOTAL---		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--		1207	4380	5587	148	929	1077	299	3120	3419	43	1013	1056

RESERVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q703 - PLANE GEOMETRY?

-----MARKET-----																					
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----						
POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)	POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		
--RESPONSES--																					
YES,TAKEN					52.9	64.3	61.9	37.7	58.6	55.8	48.1	62.6	61.4	53.7	52.8	52.8					
YES,PLAN TO					13.3	7.2	8.5	2.4	1.8	1.9	19.0	5.2	6.4	5.3	0.9	1.1					
NO					33.8	28.4	29.6	59.9	39.5	42.3	32.4	32.0	32.1	41.0	46.3	46.1					
DON'T KNOW					0	0.0	0.0	0	0.1	0.1	0	0.1	0.1	0	0	0					
REFUSED					0	0.1	0.1	0	0	0	0.5	0.0	0.1	0	0	0					
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--					1207	4380	5587	148	929	1077	299	3120	3419	43	1013	1056					

--RESPONSES--

YES, TAKEN

YES, PLAN TO

NO

DON'T KNOW

REFUSED

--TOTAL--

--COUNT--

RESERVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q704 - BUSINESS MATH?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	35.9	34.9	35.1		58.2	51.5	52.1		36.1	38.9	38.6		53.0	55.6	55.5	
YES, PLAN TO	13.5	9.1	10.0		4.1	2.7	2.9		14.3	8.6	9.1		4.2	1.8	1.9	
NO	50.4	55.9	54.8		39.7	45.7	44.9		49.1	52.4	52.1		42.8	42.6	42.6	
DON'T KNOW	0.2	0.1	0.1		0	0.1	0.1		0	0.1	0.1		0	0.1	0.1	
REFUSED	0	0.1	0.1		0	0	0		0.5	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1207	4380	5587		148	929	1077		299	3120	3419		43	1013	1056	

--RESPONSES--

RESERVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q705 - COMPUTER SCIENCE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	30.0	34.1	33.2		16.6	17.2	17.1		22.5	29.4	28.8		12.8	14.4	14.4	
YES, PLAN TO	17.1	10.8	12.1		7.3	3.3	3.9		21.0	11.5	12.3		10.0	4.8	4.8	
NO	52.8	55.0	54.5		76.0	79.5	79.0		56.0	59.0	58.7		77.3	80.9	80.7	
DON'T KNOW	0	0.1	0.1		0	0	0		0	0.1	0.1		0	0.1	0.1	
REFUSED	0	0.1	0.1		0	0	0		0.5	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1207	4380	5587		148	929	1077		299	3120	3419		43	1013	1058	

--RESPONSES--

RESERVE PROPENSITY

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q706 - INTERMEDIATE ALGEBRA?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	43.2	55.3	52.7	37.1	48.6	47.0	40.7	54.0	52.9	60.5	46.7	47.2				
YES, PLAN TO	15.9	8.8	10.3	4.4	2.8	3.0	14.0	8.3	8.8	4.3	1.6	1.7				
NO	40.9	35.7	38.8	58.5	48.7	50.0	44.9	37.6	38.2	35.2	51.7	51.1				
DON'T KNOW	0.0	0.1	0.1	0	0	0	0	0.1	0.1	0	0	0				
REFUSED	0	0.1	0.1	0	0	0	0.5	0.0	0.1	0	0	0				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--	1207	4380	5587	148	929	1077	299	3120	3419	43	1013	1056				

--RESPONSES--

RESERVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q707 - TRIGONOMETRY?

	-----MARKET-----											
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES, TAKEN	19.4	28.1	26.3	17.4	22.1	21.5	9.9	23.1	22.0	23.6	16.8	17.1
YES, PLAN TO	16.0	13.0	13.7	5.5	2.6	3.0	21.2	11.1	11.9	4.3	1.9	2.0
NO	64.4	58.6	59.8	77.0	75.3	75.5	68.2	65.7	65.9	72.1	81.3	80.9
DON'T KNOW	0.2	0.2	0.2	0	0	0	0.3	0.1	0.1	0	0	0
REFUSED	0	0.1	0.1	0	0	0	0.5	0.0	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1207	4380	5587	148	929	1077	299	3120	3419	43	1013	1058

--RESPONSES--

RESERVE PROPENSITY
- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q708 - CALCULUS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	7.2	11.8	10.9		7.4	10.5	10.1		3.1	8.5	8.1		11.6	5.9	6.1	
YES, PLAN TO	16.4	13.6	14.1		5.1	2.2	2.6		20.6	11.7	12.5		0	2.0	1.9	
NO	76.1	74.4	74.8		87.4	87.3	87.3		75.3	79.6	79.3		88.4	92.1	92.0	
DON'T KNOW	0.3	0.1	0.2		0	0	0		0.4	0.1	0.1		0	0	0	
REFUSED	0	0.1	0.1		0	0	0		0.5	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1207	4380	5587		148	929	1077		299	3120	3419		43	1013	1056	

--RESPONSES--

RESERVE PROPENSITY
 - HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
 Q709 - PHYSICS?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES, TAKEN	20.5	22.4	22.0		25.4	17.9	18.9		19.0	15.5	15.8		30.3	13.3	13.9	
YES, PLAN TO	16.7	13.8	14.4		7.4	1.7	2.5		20.2	12.4	13.1		0	2.5	2.4	
NO	62.5	63.7	63.5		66.1	80.2	78.3		59.5	72.0	70.9		69.7	84.2	83.7	
DON'T KNOW	0.3	0.0	0.1		1.1	0.1	0.3		0.8	0.1	0.2		0	0	0	
REFUSED	0	0.1	0.1		0	0	0		0.5	0.0	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1207	4380	5587		148	929	1077		299	3120	3419		43	1013	1056	

Q710 - DOES/DID YOUR HIGH SCHOOL HAVE A COMPUTERIZED CAREER INFORMATION SYSTEM?

RESERVE PROPENSITY

-----MARKET-----						
		-----YOUNG MALES-----			-----YOUNG FEMALES-----	
	--RESPONSES--	POS	NEG	TOTAL	POS	NEG
		PROP (PCT)	PROP (PCT)	PROP (PCT)	PROP (PCT)	PROP (PCT)
YES		54.7	59.7	58.6	61.8	60.5
NO		36.3	33.4	34.0	29.1	33.2
DON'T KNOW		9.0	6.9	7.4	9.0	6.3
REFUSED		0	0.1	0.0	0	0
---TOTAL---		100.0	100.0	100.0	100.0	100.0
---COUNT---		1207	4380	5587	299	3120
						3419

Q711 - HAVE YOU USED THIS SYSTEM TO GET INFORMATION ON THE MILITARY?

RESERVE PROPENSITY

	-----MARKET-----			
	-----YOUNG MALES-----		-----YOUNG FEMALES-----	
--RESPONSES--	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	30.2	24.5	25.6	17.2
NO	46.7	57.0	54.9	66.7
DID NOT USE	23.1	18.1	19.1	16.2
DON'T KNOW	0.1	0.5	0.4	0
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	687	2620	3307	184
				1852
				2036

RESERVE PROPENSITY
Q712 - DID INFORMATION FROM COMPUTERIZED SYSTEM INCREASE YOUR INTEREST IN THE MILITARY?

-----MARKET-----

-----YOUNG MALES----- -----YOUNG FEMALES-----

	YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	69.5	42.8	49.0	39.8
NO	29.7	56.7	50.5	60.2
DON'T KNOW	0.7	0.5	0.5	0
---TOTAL---	100.0	100.0	100.0	100.0
---COUNT---	220	618	838	32
				366
				398

RESERVE PROPENSITY
Q713A - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

-----MARKET-----

	--YOUNG MALES--			--OLDER MALES--			--YOUNG FEMALES--			--OLDER FEMALES--		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOT.L (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
7TH GRADE OR LESS	4.3	3.6	3.7	10.7	6.5	7.1	6.7	3.0	3.3	16.2	6.7	7.0
8TH GRADE	1.6	2.0	1.9	5.1	4.9	5.0	2.3	2.6	2.6	4.7	5.4	5.4
9TH GRADE	2.8	1.7	2.0	3.1	4.4	4.2	2.4	2.0	2.0	5.8	3.2	3.3
10TH GRADE	4.8	2.7	2.1	8.4	6.2	6.5	2.9	3.4	3.4	4.3	5.6	5.6
11TH GRADE	3.5	3.1	3.2	5.1	2.9	3.2	6.4	3.7	3.9	0	2.6	2.5
12TH GRADE	35.9	36.6	36.5	32.3	39.6	38.6	37.1	35.8	35.9	38.2	39.6	39.5
13TH GRADE	2.0	2.4	2.3	0	1.6	1.4	3.3	2.9	3.0	3.1	2.0	2.0
14TH GRADE	6.6	7.8	7.6	1.8	5.1	4.7	3.9	7.8	7.5	3.9	5.3	5.2
15TH GRADE	1.8	1.7	1.7	1.1	1.6	1.6	1.6	2.1	2.0	1.9	1.1	1.2
16TH COLLEGE SR	12.2	17.5	16.4	4.5	9.3	8.6	9.3	15.3	14.8	4.3	7.7	7.6
17TH, GRAD SCHOOL	0.9	1.0	0.9	0	0.2	0.2	0	1.4	1.3	0	0.2	0.2
18TH, GRAD SCHOOL	2.3	2.7	2.6	0.4	1.2	1.1	0.7	2.2	2.1	0	1.4	1.3
19TH, GRAD SCHOOL	1.6	1.2	1.3	0	0.6	0.5	0.3	1.0	1.0	0	0.2	0.2
20 OR MORE	2.0	3.3	3.0	0	1.2	1.0	1.1	2.8	2.6	0	1.0	0.9
DON'T KNOW	17.4	12.5	13.5	26.9	13.8	15.6	21.6	13.8	14.5	11.3	17.3	17.1
REFUSED	0.2	0.3	0.3	0.6	0.8	0.8	0.5	0.1	0.1	6.3	0.7	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q713B - WHAT IS THE HIGHEST GRADE YOUR MOTHER COMPLETED?

	-----YOUNG MALES-----				-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES--																
7TH GRADE OR LESS	3.5	2.4	2.6	7.1	4.1	4.6	5.5	2.3	2.5	8.2	4.5	4.7				
8TH GRADE	1.7	1.6	1.6	3.4	1.8	2.1	1.7	1.7	1.7	11.3	3.9	4.2				
9TH GRADE	2.0	1.3	1.4	1.7	2.3	2.2	3.9	2.6	2.7	4.4	3.7	3.7				
10TH GRADE	3.8	2.8	3.0	12.6	3.6	4.8	4.7	3.8	3.8	3.7	6.4	6.3				
11TH GRADE	6.2	3.3	3.9	6.1	4.3	4.6	7.4	5.4	5.5	11.8	7.3	7.5				
12TH GRADE	44.9	47.2	46.7	40.8	56.6	54.4	37.8	44.0	43.4	20.1	50.7	49.6				
13TH GRADE	3.0	2.8	2.8	1.4	2.1	2.0	6.3	4.7	4.8	5.4	2.3	2.4				
14TH GRADE	8.3	9.8	9.5	3.2	5.4	5.1	7.3	11.4	11.1	13.0	4.2	4.5				
15TH GRADE	1.3	1.6	1.6	0	1.5	1.3	0.6	2.2	2.1	0	1.1	1.1				
16TH COLLEGE SR	8.4	14.9	13.5	3.8	7.1	6.7	5.4	12.0	11.5	11.3	5.2	5.5				
17TH, GRAD SCHOOL	0.8	0.8	0.8	0	0.3	0.3	0.8	0.6	0.6	0	0.1	0.1				
18TH, GRAD SCHOOL	2.7	1.9	2.0	0.6	1.2	1.1	0.5	1.5	1.4	2.5	0.4	0.5				
19TH, GRAD SCHOOL	0.6	0.3	0.4	1.0	0.2	0.3	0.3	0.4	0.4	0	0.2	0.2				
20 OR MORE	1.0	1.4	1.3	0	0.3	0.3	1.7	1.2	1.2	0	0.3	0.2				
DON'T KNOW	11.7	7.6	8.4	17.7	8.3	9.6	15.7	6.1	7.0	8.2	8.7	8.6				
REFUSED	0.2	0.2	0.2	0.6	0.8	0.8	0.5	0.2	0.2	0	0.9	0.8				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078				

RESERVE PROPENSITY
Q713C - WHAT IS YOUR CURRENT MARITAL STATUS?

	-----MARKET-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	-----YOUNG MALES-----		-----OLDER MALES-----		POS		NEG		POS		NEG	
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
---RESPONSES---												
MARRIED	1.3	2.7	2.4	29.8	30.4	30.3	2.8	11.0	10.3	31.2	52.5	51.7
WIDOWED	0	0.1	0.1	0	0.2	0.1	0	0.1	0.1	0	0.4	0.4
SEPARATED	0.1	0.2	0.2	0.7	1.2	1.1	1.9	0.9	1.0	13.6	3.3	3.7
DIVORCED	0.1	0.1	0.1	2.4	3.0	2.9	0.2	0.8	0.7	2.8	7.5	7.3
NEVER MARRIED	98.4	96.8	97.1	66.5	64.9	65.2	95.1	87.2	87.8	52.5	36.4	37.0
DON'T KNOW	0	0	0	0	0.2	0.2	0	0	0	0	0	0
REFUSED	0.1	0.0	0.0	0.6	0.2	0.2	0	0.1	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q713D - HOW MANY DEPENDENTS DO YOU HAVE?

-----MARKET-----

	---YOUNG MALES---				---OLDER MALES---				---YOUNG FEMALES---				---OLDER FEMALES---			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
--RESPONSES--																
0	89.7	92.6	92.0		47.3	61.0	59.1		82.5	81.6	81.7		39.2	41.0	41.0	
1	4.7	3.7	3.9		19.4	18.4	18.6		9.5	11.1	11.0		26.5	25.0	25.1	
2	3.0	2.3	2.4		21.1	12.6	13.8		5.7	4.3	4.4		19.0	18.1	18.1	
3	0.9	0.6	0.6		7.1	5.3	5.5		1.7	2.0	1.9		9.2	11.6	11.5	
4	0.4	0.3	0.3		3.9	1.7	2.0		0.6	0.7	0.7		6.1	2.5	2.6	
5	0.9	0.3	0.4		0.6	0.6	0.6		0	0.1	0.1		0	1.5	1.5	
6	0.1	0.1	0.1		0	0	0		0	0.1	0.1		0	0.2	0.2	
7	0.1	0.0	0.1		0	0	0		0	0.0	0.0		0	0	0	
8	0.1	0.0	0.0		0	0	0		0	0	0		0	0	0	
10	0.1	0.1	0.1		0	0	0		0	0.0	0.0		0	0	0	
REFUSED	0.1	0.0	0.0		0.6	0.4	0.4		0	0.1	0.1		0	0	0	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
Q713E - HOW MANY BROTHERS DO YOU HAVE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
0	21.8	27.2	26.1		15.8	23.1	22.1		18.8	23.4	23.0		7.4	20.0	19.6	
1	33.2	35.8	35.3		25.9	31.0	30.3		25.6	34.4	33.7		26.5	30.2	30.0	
2	21.2	19.9	20.2		17.6	20.9	20.4		30.4	21.9	22.6		31.7	26.5	26.7	
3	10.4	9.0	9.3		16.3	10.7	11.5		13.8	11.7	11.8		6.7	10.7	10.5	
4	6.6	4.3	4.8		8.4	5.6	6.0		4.2	3.9	3.9		12.3	6.1	6.4	
5	3.2	1.5	1.9		11.1	3.2	4.3		3.2	2.3	2.4		5.2	3.1	3.2	
6	2.0	0.7	1.0		2.2	2.5	2.5		1.7	1.4	1.4		7.8	1.5	1.7	
7-9	0.7	1.1	1.0		1.5	1.6	1.6		1.5	0.7	0.8		2.5	1.6	1.6	
10 OR MORE	0.3	0.3	0.3		0.4	0.7	0.7		0	0.3	0.3		0	0.2	0.2	
DON'T KNOW	0	0	0		0	0.3	0.2		0.3	0	0.0		0	0	0	
REFUSED	0.6	0.2	0.3		0.8	0.4	0.4		0.5	0.1	0.1		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
Q713F - HOW MANY SISTERS DO YOU HAVE?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
0	25.0	28.0	27.4		14.8	21.3	20.4		19.6	26.8	26.2		14.7	21.4	21.1	
1	33.3	38.9	37.7		34.4	36.9	36.8		29.5	35.7	35.2		25.7	33.5	33.2	
2	18.8	19.0	19.0		13.8	21.1	20.1		19.9	18.9	19.0		22.9	20.5	20.6	
3	9.3	7.5	7.9		16.2	10.6	11.4		13.8	8.7	9.1		9.2	11.6	11.5	
4	5.8	3.2	3.7		9.3	4.7	5.3		6.1	5.0	5.1		15.3	6.4	6.7	
5	4.3	1.5	2.1		5.7	2.7	3.1		5.5	2.4	2.7		6.8	3.0	3.2	
6	1.5	1.1	1.2		4.3	0.9	1.4		1.3	1.0	1.0		0	1.6	1.5	
7-9	1.4	0.5	0.7		0.4	0.9	0.9		3.4	1.1	1.3		5.4	1.6	1.7	
10 OR MORE	0	0.0	0.0		0.4	0.2	0.2		0.3	0.3	0.3		0	0.3	0.3	
DON'T KNOW	0	0	0		0	0.3	0.2		0	0	0		0	0	0	
REFUSED	0.6	0.2	0.3		0.8	0.4	0.4		0.5	0.1	0.1		0	0.1	0.1	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

RESERVE PROPENSITY
V713GA - DOES YOUR MOTHER LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	90.5	85.0	86.1	44.2	43.1	43.7	84.2	76.5	77.2	36.5	24.6	25.0
NO	9.5	15.0	13.9	55.1	56.5	56.3	15.8	23.5	22.8	63.5	75.4	75.0
REFUSED	0	0.0	0.0	0.6	0.4	0.4	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
V713GB - DOES YOUR FATHER LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	70.7	74.7	73.8	26.0	33.0	32.0	55.0	62.9	62.3	13.6	18.5	18.3
NO	29.3	25.3	26.1	74.0	66.7	67.7	44.4	37.1	37.7	86.4	81.5	81.7
REFUSED	0	0.0	0.0	0	0.4	0.3	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
V713GC - DOES/DO YOUR BROTHER(S) LIVE WITH YOU?

-----MARKET-----																			
-----YOUNG MALES-----					-----OLDER MALES-----					-----YOUNG FEMALES-----					-----OLDER FEMALES-----				
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)				
TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)					TOTAL (PCT)				
POS PROP (PCT)					NEG PROP (PCT)					POS PROP (PCT)					NEG PROP (PCT)				
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RESERVE PROPENSITY
V713GD - DOES/DO YOUR SISTER(S) LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	52.1	42.4	44.4		19.5	17.1	17.4		50.5	38.0	39.1		17.7	12.5	12.7	
NO	47.8	57.5	55.5		79.9	82.5	82.2		49.5	62.0	60.9		82.3	87.5	87.3	
REFUSED	0.1	0.1	0.1		0.6	0.4	0.4		0	0	0		0	0	0	
---TOTAL---	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
---COUNT---	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

---RESPONSES---

RESERVE PROPENSITY
V713GE - DOES YOUR SPOUSE LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	1.0	2.7	2.3		29.8	29.5	29.6		2.3	10.5	9.8		27.2	51.5	50.6	
NO	99.0	97.3	97.7		70.2	70.5	70.4		97.7	89.5	90.2		72.8	48.5	49.4	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1078	

--RESPONSES--

RESERVE PROPENSITY
V713GF - DO YOUR CHILDREN LIVE WITH YOU?

-----MARKET-----

	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	2.4	2.5	2.5	23.7	18.8	19.5	10.9	13.6	13.3	40.7	51.4	51.0
NO	97.5	97.5	97.5	75.6	80.8	80.1	89.1	86.4	86.7	59.3	48.6	49.0
REFUSED	0.1	0.0	0.1	0.6	0.4	0.4	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

--RESPONSES--

RESERVE PROPENSITY
V713GG - DO ANY OTHER RELATIVES LIVE WITH YOU?

-----MARKET-----														
-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	12.9	9.5	10.2	8.0	8.6	8.6		21.8	10.1	11.1		12.7	8.2	8.3
NO	87.0	90.5	89.8	91.3	91.0	91.0		78.2	89.9	88.9		87.3	91.8	91.7
REFUSED	0.1	0.0	0.1	0.6	0.4	0.4		0	0.0	0.0		0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
---COUNT---	1221	4421	5642	154	949	1103		303	3145	3448		43	1035	1078

--RESPONSES--

RESERVE PROPENSITY
V713GH - DO ANY NON-RELATIVES LIVE WITH YOU?

-----MARKET-----																																																											
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7.5					7.2					7.3					16.8					15.8					15.9					8.7					10.4					10.3					6.5					12.2					11.9				
NO																																																											
92.4					92.7					92.7					82.6					83.9					83.7					91.3					89.6					89.7					93.5					87.8					88.1				
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RESERVE PROPENSITY
Q713H - DO YOU LIVE ALONE?

---RESPONSES---	-----MARKET-----											
	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
YES	69.0	81.8	80.5		80.5	95.4	93.8		70.3	76.5	76.2	
NO	31.0	18.2	19.5		19.5	4.6	6.2		29.7	23.5	23.8	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	7	61	68		9	75	84		3	45	48	
									2	55	57	

RESERVE PROPENSITY
Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

	-----MARKET-----						-----OLDER FEMALES-----					
	-----YOUNG MALES-----			-----OLDER MALES-----			-----YOUNG FEMALES-----			-----OLDER FEMALES-----		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES--												
WHITE	70.5	86.0	82.7	74.2	89.1	87.1	59.8	86.1	83.9	60.3	86.8	85.8
BLACK	20.9	8.9	11.5	21.3	7.5	9.5	34.9	9.7	11.8	33.3	9.4	10.3
PACIFIC ISL/ASIAN	5.4	3.0	3.5	1.1	1.8	1.7	1.9	2.0	2.0	0	2.1	2.0
AMER INDIAN/ALASKAN	2.4	1.4	1.6	2.3	0.8	1.0	2.7	1.7	1.8	3.7	0.8	0.9
DON'T KNOW	0.3	0.4	0.4	0	0.3	0.3	0.3	0.3	0.3	0	0.9	0.9
REFUSED	0.4	0.3	0.3	1.1	0.4	0.5	0.4	0.2	0.2	2.8	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1221	4421	5642	154	949	1103	303	3145	3448	43	1035	1078

RESERVE PROPENSITY
Q715 - ARE YOU OF HISPANIC BACKGROUND?

-----MARKET-----

	-----YOUNG MALES-----				-----OLDER MALES-----				-----YOUNG FEMALES-----				-----OLDER FEMALES-----			
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)		POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	
HISPANIC	12.4	7.9	8.9		14.3	8.9	7.9		20.8	9.5	10.5		13.0	9.7	9.8	
NOT HISPANIC	86.9	91.9	90.9		85.7	92.7	91.8		79.2	90.3	89.4		87.0	90.2	90.1	
DON'T KNOW	0.6	0.0	0.1		0	0	0		0	0.1	0.1		0	0	0	
REFUSED	0.1	0.1	0.1		0	0.4	0.3		0	0.1	0.1		0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	1221	4421	5642		154	949	1103		303	3145	3448		43	1035	1070	

--RESPONSES--

Appendix A

Cross Reference - 1983-1987 YATS Questionnaires

Cross Reference

1983-1987 YATS II Questionnaires

1986 & 1987	Question Number			Comments*
	1985	1984	1983	
401	401	401	A1	Same
402	402	402	A2	Same
403	403	403	A3	Same
404	404	404	A4	Reworded in 1984. Response categories added in 1986
--	--	--	A5/A6	Dropped in 1984
405	405	405	A7	Same
406	406	406	--	Added in 1984
407	407	407	A11	Same
408A	408	408	A12	Same
408B	--	--	--	Added in 1986
408C	--	--	A13	Dropped in 1984. Reworded and added in 1986
409A	409	409	A14	Same
409B	--	--	--	Added in 1986
410A	410A	410A	--	Added in 1984
410B	410B	410B	A8	Reworded in 1984
411	411	411	A9	Same
412-414	412-414	412-414	--	Added in 1984
415	415	415	A10	Reworded in 1984
--	--	--	A15-A16	Dropped in 1984
416	416	416	A17	Same
417	417	417	A18	Reworded in 1984
--	--	418	--	Added in 1984. Dropped in 1985
419	419	419	A19	Same
--	--	420	A20	Same. Dropped in 1985
--	--	421	A21	Same. Dropped in 1985
422A	422	422	A22	Reworded in 1984
422B	--	--	--	Added in 1986
--	--	423	--	Added in 1984. Dropped in 1985
424B	424	424	A23	Same
--	425	425	A24	Same. Dropped in 1986

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1987 YATS II Questionnaires (continued)

Question Number				
1986 & 1987	1985	1984	1983	Comments*
--	--	426/427	A26	Reworded in 1984. Dropped in 1985
--	--	428	A25	Same. Dropped in 1985
--	--	429	A27	Same; Dropped in 1985
--	--	--	A28	Dropped in 1984
--	--	--	A29	Dropped in 1984
430	430	430	A30	Same
--	--	--	A31-A34	Dropped in 1984
431	431	431	A35	Reworded in 1984
--	432	432	A36	Same. Dropped in 1986
--	--	433	A37	Same; Dropped in 1985
434	434	434	A38	Reworded in 1984
435	435	435	A39	Probe added in 1984
436	436	436	A40	Same
437	437	437	A41	Same
438	438	438	A42	Same
--	439	439	A43	Same. Dropped in 1986
440	440	440	A44	Same
441	441	441	A45	Same
442	442	442	A46	Same
443	443	443	A47	Same
444-500	444-500	444-500	--	Not used
501	501	501	B1	Same
502	502	502	B2	Same
503	503	503	B3	Same
504	504	504	B4	Same
505	505	505	B5	Same
506	506	506	B6	Same
507	507	507	B7	Same
508	508	508	B8	Same
509	509	509	B9	Same

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1987 YATS II Questionnaires (continued)

Question Number				
1986 & 1987	1985	1984	1983	Comments*
510	510	510	B10	Same
511	511	511	B11	Same
512	512	512	B12	Same
513	513	513	B13	Same
514	514	514	B14	Same
515	515	515	B15	Same
516	516	516	--	Added in 1984
517	517	517	--	Added in 1984
518	518	518	--	Not used in 1984 or 1985. Added in 1986
519	519	519	--	Not used
520	520	520	B16	Same
521	521	521	B17	Same
--	--	--	B18	Dropped in 1984
522	522	522	B19	Same
--	523	523	--	Added in 1984. Dropped in 1986
--	524	524	--	Added in 1984. Dropped in 1986
525	525	525	--	Not used in 1984 or 1985. Added in 1986
526-550	526-550	526-550	--	Not used
--	--	--	B20-B34	Dropped in 1984
--	551-553	551-553	B37	Same. Dropped in 1986.
554	554	554	B38	Same. Amount updated in 1986
--	555-558	555-558	B39-B42	Split sample with 559-562 in 1983-1985. Dropped in 1986
559/562	559/562	--		Added in 1984. Split sample with 555-558 in 1984-1985.
559	559	559	--	Reworded & not split sampled in 1986
560	560	560	--	Same. Not split sampled in 1986
561	561	561	--	Same. Not split sampled in 1986
--	562	562	--	Same. Dropped in 1986
563	563	563	--	Not used in 1984 or 1985. Added in 1986
564-570	564-570	564-570	--	Not used.
--	--	--	C1-C32	Dropped in 1984

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1987 YATS II Questionnaires (continued)

Question Number				Comments*
1986 & 1987	1985	1984	1983	
571	571	571	C33	Same. Reworded in 1986
572	572	572	C34	Same. Reworded in 1986
573	573	573	C35	Same. Reworded in 1986
--	--	--	C36	Dropped in 1984
574	574	574	C37	Same. Reworded in 1986
575	575	575	C38	Same. Reworded in 1986
576	576	576	C39	Same
577	577	577	C40	Same
578A	578	578	C41	Same
578B	--	--	--	Added in 1986
--	--	--	C42	Dropped in 1984
579	579	579	C43	Amount updated in 1984. Service time updated in 1986
580	580	580	C44	Amount updated in 1984. Service time updated in 1986
581	581	581	C45	Amount updated in 1984. Service time updated in 1986
582	582	582	C49	Same
583	583	583	C50	Same. Dropped in 1986
--	--	584	C51	Same. Dropped in 1985
--	--	585	C46	Amount updated in 1984. Dropped in 1985
--	--	586	C47	Amount updated in 1984. Dropped in 1985
--	--	587	C48	Amount updated in 1984. Dropped in 1985
--	--	588	C52	Split sample test in 1984. Dropped in 1985
--	--	589	C53	Same. Dropped in 1985
590-600	590-600	590-600	--	Not used
601	601	601	D1	Same. Reworded in 1986
602-608	602-608	602-608	D2	Same
609A	609A	609A	D3	Same
609B	609B	609B	--	Added in 1984

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1987 YATS II Questionnaires (continued)

Question Number				Comments*
1986 & 1987	1985	1984	1983	
610	610	610	D4	Same
611	611	611	D5	Same
612	612	612	D6	Same
--	613	613	--	Added in 1984. Dropped in 1986
613A	613A	--	--	Added in 1985
614	614	614	D7	Same
615A	615	615	D8	Same
615B	--	--	--	Added in 1986
616	616	616	D9	Same
617	617	617	D10	Same
618	618	618	D11	Same. Reworded in 1985
619	619	619	D12	Same. Reworded in 1985
620	620	620	D13	Same. Reworded in 1985
621	621	621	D14	Same. Reworded in 1985
622	622	622	D15	Same. Reworded in 1985
623	623	623	D16	Same. Reworded in 1985
--	--	624	D17	Same. Dropped in 1985
625	625	625	D18	Same. Reworded in 1985
626	626	626	D19	Same. Reworded in 1985
--	--	627	D20	Same. Dropped in 1985
627	--	--	--	New item added in 1986
628	628	628	D21	Same
629	629	629	D22	Same. Reworded in 1986
630	630	630	D23	Same. Reworded in 1985
631	631	631	D24	Same
632A	632	632	D25	Reworded in 1984
632B	--	--	--	Added in 1986
--	--	--2	D26	Dropped in 1984
--	--	--	D27	Dropped in 1984
633	633	633	D28	Same
634	634	634	D29	Same
635A	635	635	D30	Reworded in 1984
635B	--	--	--	Added in 1986

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" Followed by a Comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year of the year noted.

Cross Reference

1983-1987 YATS II Questionnaires (continued)

Question Number				
1986 & 1987	1985	1984	1983	Comments*
--	--	--	D31	Dropped in 1984
--	--	--	D32	Dropped in 1984
636	636	636	D33	Same
637	637	637	D34	Same
638A	638	638	D35	Reworded in 1984
638B	--	--	--	Added in 1986
--	--	--	D36	Dropped in 1984
--	--	--	D37	Dropped in 1984
639	639	639	D38	Reworded in 1984
640	640	640	D39	Same
641A	641	641	D40	Reworded in 1984
641B	--	--	--	Added in 1986
--	--	--	D41	Dropped in 1984
--	--	--	D42	Dropped in 1984
642	642	642	D43	Same
--	--	643	D44	Dropped in 1985
--	644	644	D45	Same. Dropped in 1986
645	645	645	D46	Reworded in 1984
--	--	--	D47	Dropped in 1984
646	646	646	D48	Reworded in 1984
647	647	647	--	Added in 1984. Dropped in 1986
--	--	648	--	Added in 1984. Dropped in 1985
--	649-678	649-678	--	Added in 1984
650-659	650-659	650-659	--	Added in 1984. Different series substituted in 1986
--	660-678	660-678	--	Added in 1984. Dropped in 1986
--	--	679	D49	Same. Dropped in 1985
--	--	680	D50	Reworded & split sampled in 1984. Dropped in 1985
--	--	681	D51	Reworded & split sampled in 1984. Dropped in 1985
--	--	--	D52-D58	Dropped in 1984
682	682	682	--	Added in 1984

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1987 YATS II Questionnaires (continued)

Question Number				
1986 & 1987	1985	1984	1983	Comments*
683	683	683	D59	Reworded in 1984
684A	684/688/ 689	684/688/ 689	D60/D62/ D63	Collapsed into item in 1986
685B1- 685B6	--	--	--	Added in 1986
--	685-687	685-687	D61	Same. Dropped in 1986
--	688-689	688-689	D62	Same. Combined into 684A in 1986
690	690	690	D63	Same
691	691	691	--	Added in 1984
692	692	692	--	Added in 1984
--	--	--	D65-D67	Dropped in 1984
--	--	695	D69	Same. Dropped in 1985
--	--	696	--	Added in 1984. Dropped in 1985
--	--	697	D79	Reworded in 1984. Dropped in 1985
698	698	698	D70	Same
699	699	699	D71	Same
700	700	700	D72	Same
701	701	701	D73	Same
702-709	702-709	702-709	D74	Same
710-712	710-712	710-712	--	Added in 1984
713A	713F	713F	D75	Same
--	--	--	D76	Dropped in 1984
713B	713	713M	D77	Same
713C	693	693	D64	Same. Reworded in 1986
713D	694	694	D68	Same. Reworded in 1986
713E	--	--	--	Added in 1986
713F	--	--	--	Added in 1986
713G1-G8	--	--	--	Added in 1986
713H	--	--	--	Added in 1986
--	--	--	D78	Dropped in 1984
714	714	714	D80	Same
715	715	715	D81	Same
--	--	--	D81A1	Added in 1983. Dropped in 1984
--	--	--	D81A2	Added in 1983. Dropped in 1984
716	716	716	D82	Same
717	717	717	D83	Same
--	--	718	--	Added in 1984. Dropped in 1985

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Appendix B
1987 YATS II Questionnaire

Survey Screener

Questionnaire Section SC--Screening Households for Eligibles

SC_01 Hello, my name is _____. I am calling from the Research Triangle Institute, a non-profit research firm in North Carolina. I am trying to reach (TELEPHONE NUMBER). Did I dial the correct number?

- 1 = Yes
- 2 = No + [SKIP TO NUMBER VERIFICATION SCREEN]
- 3 = LANGUAGE BARRIER + [SKIP TO CALL RECORD SCREEN-TERMINATION]

SC_03 We are conducting an important study for the Federal Government and are calling a random sample of telephone numbers. I need to know what type of number this is. Does it serve a residence, a business, or something else?

- 1 = RESIDENCE + [SKIP TO SC_07]
- 2 = BUSINESS/INSTITUTION
- 3 = OTHER

SC_04A Does anyone live there on the premises?

- 1 = Yes
- 2 = No + [SKIP TO CALL RECORD SCREEN-TERMINATION]

SC_04B Is this the number they use as their home phone?

- 1 = Yes
- 2 = No + [SKIP TO CALL RECORD SCREEN-TERMINATION]

SC_07 Is this telephone number just for (your/one) household or does it also serve as the home telephone number for people in other households as well?

- 1 = Serves one household + [SKIP TO SC_09A]
- 2 = Serves more than one household

SC_08 Can you tell me the total number of households served by this telephone number?

ENTER THE TOTAL NUMBER OF HOUSEHOLDS.

Now, I would like to talk about your household only.

SC_09A Do ten or more persons currently live in this household?

- 1 = Yes
- 2 = No + [SKIP TO SC_10A]

SC_09B Are any of these persons related to each other?

- 1 = Yes
- 2 = No + [SKIP TO THANK YOU SCREEN-TERMINATION]

SC_10A Is there a telephone with a different number at this residence on which you could also be reached?

1 = Yes

2 = No → [SKIP TO SC_11A]

SC_10B How many different residential numbers, including this number, are there for (your home/this structure)?

ENTER NUMBER OF TELEPHONE NUMBERS

SC_11A How many persons 15 or older live in this household? Please include anyone living or staying there now, such as friends, relatives, or boarders, and anyone who usually lives there but is now away from home such as at school, travelling, or in the hospital.

ENTER THE NUMBER

SC_11B And how many are between the ages of 15 and 25?

ENTER THE NUMBER → [IF "0" SKIP TO TERMINATION.]

SC_11C And how many are 25 years or older?

ENTER THE NUMBER

Now, I would like to ask you a couple of questions about each person in your household between 15 and 25 (starting with the youngest).

SC_15 (First, is the youngest person (between 15 and 25 years of age) male or female?/ Now, for the next person (between 15 and 25 years of age). Is this person male or female?)

1 = MALE

2 = FEMALE

3 = NO MORE PEOPLE TO ENTER IN ROSTER → [SKIP TO SC_MORE]

SC_16 How old was (he/she) on (his/her) most recent birthday?

ENTER AGE

SKIP	(IF SC_15 = 1 AND (SC_16 <16 OR SC_16 >25)) OR (IF SC_15 = 2 AND (SC_16 <16 OR SC_16 >21)), SKIP TO THE NEXT PERSON BETWEEN 15 AND 25.
------	--

SC_17 Is (he/she) currently a Junior or Senior in college, a college graduate, or attending graduate school?

1 = Yes → [SKIP TO NEXT PERSON BETWEEN 15 AND 25]

2 = No

SC_18 Has (he/she) ever been in the military service, college ROTC, the National Guard, or the Reserves?

- 1 = Yes → [SKIP TO NEXT PERSON BETWEEN 15 AND 25]
- 2 = No

SC_19 Has (he/she) been accepted for service in a branch of the Armed Forces and is now waiting to go on active duty?

- 1 = Yes → [SKIP TO NEXT PERSON BETWEEN 15 AND 25]
- 2 = No

SC_20 Is (he/she) currently living here (at this telephone number)?

- 1 = Yes → [SKIP TO SC_24]
- 2 = No

SC_21 Does (he/she) have a telephone?

- 1 = Yes
- 2 = No → [SKIP TO NEXT PERSON BETWEEN 15 AND 25]

SC_22 Does (he/she) share the telephone with ten or more people to whom (he/she) is not related?

- 1 = Yes
- 2 = No → [SKIP TO NEXT PERSON BETWEEN 15 AND 25]

SC_23 What is (his/her) telephone number?

ENTER TELEPHONE NUMBER

SC_24 What is (his/her) name?

ENTER FIRST AND LAST NAME

REPEAT SC_15 THROUGH SC_24 FOR EACH PERSON IN HOUSEHOLD BETWEEN AGES 15 AND 25.

SC_MORE Are there any other people in the household between 15 and 25 other than those that we have already discussed?

- 1 = Yes
- 2 = No → [SKIP TO SC_14]

SC_HWMNY How many others?

ENTER NUMBER

REPEAT SC 15 THROUGH SC 74 ADDITIONAL ELIGIBLE PERSON IDENTIFIED.
IF NO ELIGIBLE PERSONS ARE IDENTIFIED, SKIP TO TERMINATION.

SC_14 The person(s) we need to interview for this study (is/are): (LIST
OF NAMES). I would like to speak to (NAME).

- 1 = PERSON AVAILABLE
- 2 = PERSON NOT AT HOME → [SKIP TO CALL BACK SCREEN]
- 3 = REFUSAL - PERSON REFUSES TO GET ELIGIBLE PERSON(S) TO
PHONE → [SKIP TO CONVERSION SCREEN]
- 4 = REFUSAL OF ELIGIBLE PERSON → [SKIP TO TERMINATION]

RTI/232U-3624/22-02D

August 22, 1987

Youth Attitude Tracking Study II
1987

SURVEY QUESTIONNAIRE

OMB # 0704-0069
Expires 30 Sep 1989

Contract MDA903-86-C-0066
Expiration Date: 4/1/88

Questionnaire Section A -- Education and Employment Items

401 I would like to speak with (NAME). IS (he/she) available?

- 1 = PERSON AVAILABLE
- 2 = PERSON NOT AVAILABLE + [SKIP TO CALL BACK SCREEN]
- 3 = REFUSAL - PERSON REFUSES TO GET ELIGIBLE PERSON TO
PHONE + [SKIP TO CONVERSION SCREEN]
- 4 = REFUSAL OF ELIGIBLE PERSON + [SKIP TO TERMINATION]

(Hello, my name is _____. I am calling from the (Research Triangle Institute/Amrignon), a private research organization in (North Carolina/Michigan).)

We are conducting a study to help the Federal government learn more about the career and educational plans of young adults. While your participation is voluntary and you may choose not to answer any question, the information you give us is protected under the Privacy Act of 1974. This means your answers will be kept confidential and your identity will never be known to anyone except the research project staff. We are authorized to conduct this study under United States Code 10-503 and 2358 and Executive Order No. 9397.

402 WHAT IS THE GENDER OF THE PERSON ON THE LINE? [ASK IF NECESSARY:
Are you male or female?]

- 1 = MALE
- 2 = FEMALE

403 Just to be sure that the information we got earlier is correct,
what was your age on your last birthday?

ENTER AGE IN YEARS

FORMAT: 12
RANGE: 16-24

Now I have a few questions about your educational experiences and plans. What is the highest grade or year of school or college that you have completed and gotten credit for?

GRADE SCHOOL

07 = LESS THAN 8th GRADE

08 = 8th GRADE

HIGH SCHOOL

09 = 9th GRADE

10 = 10th GRADE

11 = 11th GRADE

12 = 12th GRADE

4-YEAR COLLEGE OR UNIVERSITY

RESOLVE → {
13 = 1st (FRESHMAN) YEAR
14 = 2nd (SOPHOMORE) YEAR
15 = 3rd (JUNIOR) YEAR
16 = 4th (SENIOR) YEAR

GRADUATE OR PROFESSIONAL SCHOOL

RESOLVE → {
17 = 5th YEAR COLLEGE/1st YR GRAD or PROF SCHOOL
18 = 2nd YEAR GRAD or PROF SCHOOL
19 = 3RD YEAR GRAD or PROF SCHOOL
20 = MORE THAN 3 YEARS GRAD or PROF SCHOOL

JUNIOR OR COMMUNITY COLLEGE

RESOLVE → {
21 = 1st YEAR
22 = 2nd YEAR

VOCATIONAL, BUSINESS, OR TRADE SCHOOL

RESOLVE → {
23 = 1st YEAR
24 = 2nd YEAR
25 = MORE THAN 2 YEARS

RESOLVE → 98 = DK → [OUT OF RANGE]
99 = RE

405 What kinds of degrees, diplomas, or certificates have you received from the school(s) you've attended or for the training you've received? [ENTER CODE FOR EACH MENTION.]

- 01 = NONE → [ALLOWED FOR FIRST ENTRY ONLY, SKIP TO Q.407.]
- 02 = ADULT BASIC EDUCATION (ABE) CERTIFICATE
- 03 = GENERAL EDUCATIONAL DEVELOPMENT (GED) H.S. EQUIVALENCY CERTIFICATE
- 04 = HIGH SCHOOL DIPLOMA
- 05 = CERTIFICATE FROM VOCATIONAL, BUSINESS OR TRADE SCHOOL (e.g., LICENSE TO PRACTICE A TRADE).

RESOLVE→ { 06 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE (ASSOCIATE) DEGREE
07 = BACHELOR'S DEGREE
08 = ADVANCED GRADUATE OR PROFESSIONAL DEGREE (e.g., Masters, Ph.D., M.D., J.D., D.D.S.)

09 = OTHER DEGREE, DIPLOMA, CERTIFICATE

SKIP	IF Q.404 ≤11, SKIP TO Q.407
------	-----------------------------

406 Do you have a regular high school diploma, a GED, an ABE, or some other kind of certificate (of high school completion)?

- 1 = REGULAR HIGH SCHOOL DIPLOMA
- 2 = ABE (ADULT BASIC EDUCATION) CERTIFICATE (e.g., CORRESPONDENCE, NIGHT SCHOOL)
- 3 = GED (GENERAL EDUCATIONAL DEVELOPMENT) EQUIVALENCY CERTIFICATE
- 4 = SOME OTHER KIND OF CERTIFICATE OF HIGH SCHOOL EQUIVALENCY
- 5 = NONE OF THE ABOVE

407 (In October, will you be/Are you) enrolled in any school, college, vocational or technical program, apprenticeship, or job training course?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.409B.]

408A What kind of school or training program (will you be/are you) enrolled in? [IF MULTIPLE RESPONSES, ENTER HIGHEST CODE.]

01 = NO SCHOOLS OR TRAINING PROGRAM + [1st ENTRY ONLY, SKIP TO Q.409B.]

IF Q.404 { 02 = ADULT BASIC EDUCATION (ABE) (H.S. COURSES IN NIGHT SCHOOL
⇒ 12 OR BY CORRESPONDENCE)
RESOLVE { 03 = TAKING HIGH SCHOOL COURSES IN REGULAR, DAY HIGH SCHOOL
04 = GED OR H.S. EQUIVALENCY PROGRAM

05 = SKILL DEVELOPMENT PROGRAM (e.g., PUBLIC EMPLOYMENT, JOBS, OIC, WIN, JTPA)

06 = ON-THE-JOB TRAINING PROGRAM

07 = APPRENTICESHIP PROGRAM

IF Q.404 { 08 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL

<12, { 09 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE

RESOLVE { 10 = 4-YEAR COLLEGE OR UNIVERSITY

SKIP

IF Q.408A ≠ 03 OR ≠ 09 OR ≠ 10, SKIP TO Q.409A.

408B (Will you be/Are you) in the (9th/10th/11th/12th) grade/(1st/2nd) year of college) (in October 1986/now)?

1 = YES +[Assign value: Q408C = Q.404 +1; SKIP TO Q.409A.]

2 = NO

408C What grade or year of college (will you be/are you) enrolled in (in October 1986/now)?

07 = LESS THAN 8th GRADE

08 = 8th GRADE

09 = 9th GRADE

10 = 10th GRADE

11 = 11th GRADE

12 = 12th GRADE

13 = 1st (FRESHMAN) YEAR OF 4-YEAR COLLEGE OR UNIVERSITY

14 = 2nd (SOPHOMORE) YEAR OF 4-YEAR COLLEGE OR UNIVERSITY

21 = 1st YEAR OF JUNIOR OR COMMUNITY COLLEGE

22 = 2nd YEAR OF JUNIOR OR COMMUNITY COLLEGE

23 = 1st YEAR OF VOCATIONAL, BUSINESS OR TRADE SCHOOL

24 = 2nd YEAR OF VOCATIONAL, BUSINESS OR TRADE SCHOOL

25 = BEYOND 2nd YEAR OF VOCATIONAL, BUSINESS, OR TRADE SCHOOL

98 = DK

99 = RE

- 409A (Will you be/Are you) enrolled ...
- 1 = full-time or
2 = part-time } → [SKIP TO Q.410.A]
- 409B When did you last attend school? Please give me the month and year.
- ENTER MONTH FORMAT: 12 [USE LEADING ZERO]
 RANGE: 01 - 12
- ENTER YEAR FORMAT: 12
 RANGE: 75 - 86
- 410A Think about the 1987-1988 school year--that is, the school year after the one that starts this fall. Would you like to get more education or training by attending some kind of school or college during the '87-'88 school year?
- 1 = YES → [SKIP TO Q.411.]
2 = NO
- 410B How about sometime further into the future--would you like to get more schooling?
- 1 = YES
- 2 = NO }
8 = DK } + [SKIP TO Q.415.]
9 = RE }
- 411 What kind of school or college would you like to attend?
- 1 = HIGH SCHOOL → [SKIP TO Q.415.]
- 2 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL
3 = TWO-YEAR JUNIOR OR COMMUNITY COLLEGE
4 = FOUR-YEAR COLLEGE OR UNIVERSITY
5 = GRADUATE OR PROFESSIONAL SCHOOL
- 412 Would that be as a full-time or part-time student?
- 1 = FULL-TIME
2 = PART-TIME

413 Considering all school and living expenses, approximately how much do you think it will cost you for one year of college or vocational training? Will it cost...
[PROBE: Just your best guess will do.]

- 1 = less than 1,000 dollars,
- 2 = at least 1,000 but less than 2,000 dollars,
- 3 = at least 2,000 but less than 3,000 dollars,
- 4 = at least 3,000 but less than 4,000 dollars
- 5 = at least 4,000 but less than 5,000 dollars, or
- 6 = 5,000 dollars or more?

414 Taking into account scholarships, government grants and loans, your own savings and earnings, and help from your family, how much of your yearly school and living expenses could you cover if you go to school? Would you say...

- 1 = all of your expenses,
- 2 = more than three-fourths
- 3 = about three-fourths,
- 4 = about half,
- 5 = about one-fourth
- 6 = less than one-fourth, or
- 7 = none of your expenses?

- 415 (Although you do not plan to be attending school in 1987-1988, what/What) is the highest grade or year of school or college that you would eventually like to complete?

GRADE SCHOOL

07 = LESS THAN 8th GRADE

08 = 8th GRADE

HIGH SCHOOL

09 = 9th GRADE

10 = 10th GRADE

11 = 11th GRADE

12 = 12th GRADE

4-YEAR COLLEGE OR UNIVERSITY

13 = 1st (FRESHMAN) YEAR

14 = 2nd (SOPHOMORE) YEAR

15 = 3rd (JUNIOR) YEAR

16 = 4th (SENIOR) YEAR

GRADUATE OR PROFESSIONAL SCHOOL

17 = 5th YEAR COLLEGE/1st YR GRAD or PROF SCHOOL

18 = 2nd YEAR GRAD or PROF SCHOOL

19 = 3rd YEAR GRAD or PROF SCHOOL

20 = MORE THAN 3 YEARS GRAD or PROF SCHOOL

JUNIOR OR COMMUNITY COLLEGE

21 = 1st YEAR

22 = 2nd YEAR

VOCATIONAL, BUSINESS, OR TRADE SCHOOL

23 = 1st YEAR

24 = 2nd YEAR

25 = MORE THAN 2 YEARS

98 = DK + [OUT OF RANGE]

99 = RE

- 416 Are you currently employed, either full time or part time?

1 = YES + [SKIP TO Q.422A.]

2 = NO

- 417 Are you looking for work now?

1 = YES

2 = NO

- 419 Have you ever had a job for pay?

1 = YES + [SKIP TO Q.422B.]

2 = NO } + [SKIP TO Q.434.]

9 = RE

422A Have you been looking for ...

- 1 = a new job,
- 2 = an additional job, or
- 3 = some other way to increase your income?
- 4 = NOT LOOKING.

422B During the last 12 months, how many weeks were you employed in which you worked for pay at least 10 hours per week?

ENTER NUMBER OF WEEKS

FORMAT: 12 [USE LEADING ZERO]
RANGE: 00 - 52

Now, I have some questions about your (present/last) employment. If you (have/had) more than one job at the same time, I want you to answer for your main job. Usually, that's the job you work(ed) the most hours at, but you should answer for the job that you consider to (be/have been) your main job.

424A How many hours per week (do/did) you usually work at your (main/last) job?

ENTER NUMBER OF HOURS

FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-80

SKIP	IF Q.416 ≠ 2, SKIP TO Q.430.
------	------------------------------

424B When did you last work for pay? Please give me the month and year.

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-12

ENTER YEAR

FORMAT: 12
RANGE: 73 - 86

430 At your (main/last) job, (are/were) you...

- 1 = an employee of a private company,
- 2 = a government employee
- 3 = self-employed in your own business, or
- 4 = working without pay in a family business or farm?

- 431 How satisfied (are/were) you with your (present/last) job?
(Are/were) you...
- 1 = extremely satisfied,
 - 2 = somewhat satisfied,
 - 3 = neither satisfied nor dissatisfied
 - 4 = somewhat dissatisfied, or
 - 5 = extremely dissatisfied?
- 434 If you were to get a (different) full-time job within the next year, what wage, salary, or other rate of pay do you think you would earn?
- ENTER AMOUNT OF PAY FORMAT: 12345.67
RANGE: [SEE Q.435.]
- 435 Is that per... [PROBE: I have to be able to record that rate of pay using these time periods. Is that per...]
- 1 = hour, Q.434 RANGE: 1.00 - 25.00
 - 2 = per day, Q.434 RANGE: 3.00 - 100.00
 - 3 = per week, Q.434 RANGE: 20.00 - 600.00
 - 4 = every two weeks Q.434 RANGE: 20.00 - 1,100.00
 - 5 = twice a month, Q.434 RANGE: 20.00 - 1,100.00
 - 6 = per month, or Q.434 RANGE: 30.00 - 3,000.00
 - 7 = per year? Q.434 RANGE: 80.00 - 50,000.00
- 436 How easy or difficult is it for someone your age to get a full-time job in your community? Is it...
- 1 = almost impossible,
 - 2 = very difficult,
 - 3 = somewhat difficult, or
 - 4 = not difficult at all?
- 437 And how easy or difficult is it for someone your age to get a part-time job in your community? Is it...
- 1 = almost impossible,
 - 2 = very difficult,
 - 3 = somewhat difficult, or
 - 4 = not difficult at all?
- 438 Now, let's talk about your plans for the next few years. What do you think you might be doing? [PROBE: Anything else?] [ENTER CODE FOR ALL MENTIONS.]
- 1 = GOING TO SCHOOL
 - 2 = WORKING
 - 3 = DOING NOTHING
 - 4 = OTHER
 - 5 = JOINING THE MILITARY/SERVICE
- } → [SKIP TO Q.501.]

440 You said you might be joining the military. Which branch of the service would that be?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 8 = DK }
- 9 = RE } [SKIP TO Q.501.]

441 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?

442 If you found for some reason you couldn't join the (Q.440 SERVICE), what service would be your next choice?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 6 = NONE }
- 8 = DK } +[SKIP TO Q.501.]
- 9 = RE }

443 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?

Questionnaire Sections B and C

Now, I'm going to read you a list of several things which young (men/women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

501 First, how likely is it that you will be working as a (waitress in a restaurant/laborer in construction)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

502 How likely it is that you will be working at a desk in a business office? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

503 How likely is it that you will be serving in the military? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

504 How likely is it that you will be working as a (saleswoman/salesman)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

SERIES 505, 507, 509-513 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.

505 How likely is it that you will be serving in the National Guard? (Would you say...

- 1 = definitely,
 - 2 = probably,
 - 3 = probably not, or
 - 4 = definitely not?)
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.507.]

506 Is that the...

- 1 = Air National Guard, or the
- 2 = Army National Guard?

507 How likely is it that you will be serving in the Reserves?
(Would you say...

- 1 = definitely,
 - 2 = probably,
 - 3 = probably not, or
 - 4 = definitely not?)
 - 8 = DK
 - 9 = RE
- } + [SKIP TO Q.509.]

508 Is that the...

- 1 = Air Force Reserve,
- 2 = the Army Reserve,
- 3 = the Coast Guard Reserve,
- 4 = the Marine Corps Reserve, or
- 5 = the Naval Reserve?

509 How likely is it that you will be serving on active duty in the
Coast Guard? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

510 How likely is it that you will be serving on active duty in the
Army? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

511 How likely is it that you will be serving on active duty in the
Air Force? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

512 How likely is it that you will be serving on active duty in the Marine Corps? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

513 How likely is it that you will be serving on active duty in the Navy? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

514 Now, how likely is it that you will be going to college? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

515 How likely is it that you will be going to vocational or technical school? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

SKIP	IF MALE, SKIP TO Q.517.
------	-------------------------

516 How likely is it that you will be a full-time homemaker? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

517 We've talked about several things you might be doing in the next few years. Taking everything into consideration, what are you most likely to be doing (in October 1987--that is, a year from this fall/after you finish high school)?

- | | |
|---------------------------------|---------------------------|
| 1 = GOING TO SCHOOL FULL-TIME | [IF "GOING TO SCHOOL" |
| 2 = GOING TO SCHOOL PART-TIME | OR "WORKING," PROBE: |
| 3 = WORKING FULL-TIME | Will that be full-time or |
| 4 = WORKING PART-TIME | part-time?] |
| 5 = SERVING IN THE MILITARY | |
| 6 = BEING A FULL-TIME HOMEMAKER | |
| 7 = OTHER | |

SKIP A	IF Q.517 \neq 2 or \neq 4, SKIP TO "SKIP B"
--------	---

518 In addition to (going to school/working) part-time, what are you most likely to be doing (in October 1987/after you finish high school)?

- | | |
|---------------------------------|---------------------------|
| 1 = GOING TO SCHOOL FULL-TIME | [IF "GOING TO SCHOOL" |
| 2 = GOING TO SCHOOL PART-TIME | OR "WORKING," PROBE: |
| 3 = WORKING FULL-TIME | Will that be full-time or |
| 4 = WORKING PART-TIME | part-time?] |
| 5 = SERVING IN THE MILITARY | |
| 6 = BEING A FULL-TIME HOMEMAKER | |
| 7 = OTHER | |

SKIP B	IF ONLY 1 OF Q.510-Q.513 \leq 2, SKIP TO Q.521. IF ALL OF Q.510-Q.513 \Rightarrow 3, SKIP TO Q.522.
--------	--

520 You mentioned that you might serve in more than one military service. Which service are you most likely to serve in?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY

521 If you were to join the military service, when do you think you would join? Would you join...

- 1 = within 6 months,
- 2 = between 6 months and 1 year from now,
- 3 = more than 1 year from now but less than 2 years, or
- 4 = would you join more than 2 years from now?

522 Now, I'd like to ask you in another way about the likelihood of your serving in the military. Think of a scale from zero to ten, with ten standing for the very highest likelihood of serving and zero standing for the very lowest likelihood of serving. How likely is it that you will be serving in the military in the next few years?

ENTER NUMBER FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00 (Lowest likelihood)--
10 (Highest likelihood)

525 Before we talked today, had you ever considered the possibility of joining the military? Would you say that...

- 1 = you never thought about it,
- 2 = you gave it some consideration, or
- 3 = you gave it serious consideration?

554 The starting monthly pay for an enlisted person is approximately 600 dollars. Knowing this, how likely it is that you will be serving in the military in the next few years? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

559 As far as you know, does any service have a program that helps pay for college or vocational training?

- 1 = YES
- 2 = NO
- 8 = DK } + [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]
- 9 = RE } [IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

560 Which service or services offer a program that helps pay for college or vocational training? [ENTER CODE FOR EACH MENTION. PROBE: Any others?]

- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
- } + [IF ONLY 1 SERVICE MENTIONED, SKIP TO Q. 563.]

- 8 = DK } + [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]
- 9 = RE } [IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

561 Which service offers the largest educational benefits or do they all offer the same benefits? [PROBE: Just your best guess will do.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES OFFER SAME BENEFITS.

563 As you understand it, do the educational benefits provide money for college or vocational training...

- 1 = while a person is still in the military,
- 2 = only after a person leaves the military, or
- 3 = both?

SKIP

IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.

Now, I'm going to ask you a few questions about the National Guard and the Reserves. As you may know, once basic training is completed, National Guard and Reserve members train every month and also attend a longer training period every year called "annual training."

571 How many days do you think members of the National Guard and Reserve train each month, once their basic training is completed? Do not include days spent at annual training. [PROBE: Just your best guess will do.]

ENTER NUMBER OF TRAINING
DAYS PER MONTH

FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-30

572 How many days do you think National Guard and Reserve members spend at annual training camp each year? [PROBE: Just your best guess will do.]

ENTER NUMBER OF DAYS
FOR ANNUAL TRAINING

FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-90

573 How much money do you think someone beginning service in the Guard or Reserves earns for each eight-hour training day?
[PROBE: Just your best guess will do.]

ENTER AMOUNT OF PAY PER DAY FORMAT: 123 [USE LEADING ZERO]
RANGE: 001-555

SKIP	IF Q.416 = > 2, SKIP TO Q.579. IF Q.416 = 1 AND (3 <= Q.430 <=4), SKIP TO Q.579.
------	---

574 Currently, initial training in the National Guard or Reserve requires 3 to 6 months, full-time. Do you think your employer would hold a job for you if you were away for 3 to 6 months?

1 = YES
2 = NO

575 If your employer held a job for you, do you think you would lose your job seniority during the initial 3 to 6 month training period for the National Guard or Reserves?

1 = YES
2 = NO

576 Does your employer have a specific policy about participation in the National Guard or Reserves?

1 = YES
2 = NO

577 With respect to Guard or Reserve participation, would you say your employer is ...

1 = positive,
2 = neutral, or
3 = negative?

578A Have you ever talked with any supervisor about your employer's policy about the National Guard or Reserves or has any supervisor ever talked about this with you?

1 = YES
2 = NO

578B Are there any laws to protect Guard and Reserve members from losing their jobs or job seniority if they are absent from work to attend military training?

- 1 = YES
- 2 = NO
- 8 = DK

579 How likely would you be to enlist in the National Guard or Reserves for eight years if you received a 2,000 dollar bonus for joining? Would you ...

- 1 = definitely enlist + [SKIP TO Q.582.]
- 2 = probably enlist,
- 3 = probably not enlist, or
- 4 = definitely not enlist?

580 What if you received a 4,000 dollar bonus for eight years in the National Guard or Reserves? Would you...

- 1 = definitely enlist, + [SKIP TO Q.582.]

IF Q.580 { 2 = probably enlist,
>Q.579, { 3 = probably not enlist, or
RESOLVE { 4 = definitely not enlist?

581 How about a 6,000 dollar bonus for eight years? (Would you...

- 1 = definitely enlist,

IF Q.581 { 2 = probably enlist,
>Q.580, { 3 = probably not enlist, or
RESOLVE { 4 = definitely not enlist?)

582 Is there a National Guard or Reserve unit located close enough to you for you to join?

- 1 = YES
- 2 = NO

Questionnaire Section D -- Advertising, Recruiter Contact, and
Demographic Items

601 For which military services do you recall seeing or hearing advertising that encouraged people to enlist in one or more of the services? [ENTER CODE FOR EACH MENTION. PROBE: Any other services?]

0 = NONE + [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]

1 = AIR FORCE

2 = ARMY

3 = COAST GUARD

4 = MARINE CORPS

5 = NAVY

6 = NATIONAL GUARD/RESERVES

7 = ONE AD FOR ALL SERVICES

8 = DK + [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]

9 = RE + [ALLOWED FOR FIRST MENTION ONLY--SKIP TO INTRO. BEFORE Q.610.]

THE Q.602-Q.608 SERIES IS ASKED CONTINGENT UPON RESPONSES TO Q.601, ACCORDING TO THE FOLLOWING ROUTINE:

1. IF EVERY SERVICE WAS MENTIONED IN Q.601, SKIP TO Q.609A.
2. IF Q.601 \neq 7 AND RANDOM HALF-SAMPLE VALUE (RANGE = 00-99) $<$ 50, ASK Q.608 BEFORE ASKING ANY OF Q.602-Q.607; OTHERWISE ASK Q.608 AFTER ASKING ALL OF Q.602-Q.607 (THAT HAVE TO BE ASKED).
3. PRESENT Q.602-Q.607 IN RANDOM ORDER. AS EACH QUESTION IN THE SERIES IS SELECTED BY THE RANDOMIZING ROUTINE FOR PRESENTATION, EXECUTE THE FOLLOWING STEP PRIOR TO ACTUAL PRESENTATION ON THE MONITOR: IF THE SERVICE WAS MENTIONED IN Q. 601, SKIP TO (THE NEXT QUESTION IN THE SERIES Q.602-Q.607/Q.608/Q.609A).

602 Do you recall seeing or hearing any advertising for the Air Force recently?

1 = YES

2 = NO

3 = MENTIONED IN Q.601

- 603 Do you recall seeing or hearing any advertising for the Army recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 604 Do you recall seeing or hearing any advertising for the Coast Guard recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 605 Do you recall seeing or hearing any advertising for the Marine Corps recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 606 Do you recall seeing or hearing any advertising for the Navy recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 607 Do you recall seeing or hearing any advertising for the National Guard/Reserves recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 608 Do you recall seeing or hearing any advertising for all the services in one ad recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601

SKIP	IF NONE OF Q.602 - Q.608 = 1 OR = 3, SKIP TO INTRO BEFORE Q.610.
------	--

609A Other than trying to get you to enlist in the military, what was the main idea the advertising for (SERVICE SELECTED RANDOMLY FROM ALL SERVICES MENTIONED IN Q.601 AND ANY ADDITIONAL SERVICES WHOSE ADVERTISING WAS RECALLED IN Q.602-Q.608) was trying to get across?

[PROBE: What did it say or show?]

ENTER VERBATIM RESPONSE.

609B What slogan do you recall seeing or hearing in the advertising for the (Q.609A SERVICE)?

ENTER VERBATIM RESPONSE.

I am going to mention some slogans used by the military in its advertising. After I read each slogan, please tell me whether it is used by...

RANDOM HALF- SAMPLES	the Army, the Air Force, the Marine Corps, the Navy, or, by all four active duty services together in the same ad or commercial?	} + [SERVICES LISTED IN THIS SEQUENTIAL ORDER AFTER RANDOM START]
	all four active duty services together in the same ad or commercial, or by the Army, the Air Force, the Marine Corps or the Navy?	} + [SERVICES LISTED IN THIS SEQUENTIAL ORDER AFTER RANDOM START]

SERIES Q.610-Q.615B ASKED IN RANDOM ORDER.

- 610 Who in the military uses the advertising slogan, "Blank. It's not just a job. It's an adventure"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 611 Who in the military uses the advertising slogan, "The few. The proud. The Blank"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 612 Who in the military uses the advertising slogan, "Be all you can be"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD

613A Who in the military uses the advertising slogan, "We're looking for a few good men"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

614 Who in the military uses the advertising slogan, "It's a great place to start"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

615A Who in the military uses the advertising slogan, "Aim high.
Blank"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

615B Who in the military uses the advertising slogan, "We're not a company--we're your country"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

616 Within the last 12 months, do you recall seeing any advertising for the military in magazines, newspapers, or on billboards?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } +[SKIP TO Q.618.]

617 For which military services did you see this kind of advertising?
[PROBE: Any others? ENTER CODE FOR EACH MENTION.]

- 1 = ARMY
- 2 = NAVY
- 3 = AIR FORCE
- 4 = MARINE CORPS
- 5 = COAST GUARD
- 6 = ALL ACTIVE SERVICES IN SAME AD
- 7 = ARMY NATIONAL GUARD
- 8 = ARMY RESERVE
- 9 = NAVAL RESERVE
- 10 = AIR NATIONAL GUARD
- 11 = AIR FORCE RESERVE
- 12 = MARINE CORPS RESERVE
- 13 = ALL NATIONAL GUARD/RESERVES

618 Within the last 12 months, do you recall any television or radio advertising for the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.620.]

619 For which military services did you see or hear this kind of advertising? [PROBE: Any others? ENTER CODE FOR EACH MENTION.]

- 1 = ARMY
- 2 = NAVY
- 3 = AIR FORCE
- 4 = MARINE CORPS
- 5 = COAST GUARD
- 6 = ALL ACTIVE SERVICES IN SAME AD
- 7 = ARMY NATIONAL GUARD
- 8 = ARMY RESERVE
- 9 = NAVAL RESERVE
- 10 = AIR NATIONAL GUARD
- 11 = AIR FORCE RESERVE
- 12 = MARINE CORPS RESERVE
- 13 = ALL NATIONAL GUARD/RESERVES

SKIP

IF OLDER SUBSAMPLES, SKIP TO Q.628.

- 620 Within the last 12 months, have you received any military recruiting literature in the mail without asking for it?
- 1 = YES
- 2 = NO
8 = DK
9 = RE } + [SKIP TO Q.622.]
- 621 Which military services did you get literature about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]
- 1 = AIR FORCE
2 = ARMY
3 = MARINE CORPS
4 = NAVY
5 = ALL SERVICES TOGETHER
6 = NATIONAL GUARD
7 = RESERVES
- 622 Within the last 12 months, have you made a toll-free call for information about the military?
- 1 = YES
- 2 = NO
8 = DK
9 = RE } +[SKIP TO Q.625]
- 623 Which military services did you call about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]
- 1 = AIR FORCE
2 = ARMY
3 = MARINE CORPS
4 = NAVY
5 = ALL SERVICES TOGETHER
6 = NATIONAL GUARD
7 = RESERVES
- 625 Within the last 12 months, have you sent a postcard or coupon for information about the military?
- 1 = YES
- 2 = NO
8 = DK
9 = RE } + [SKIP TO Q.627.]

626 Which military services did you send for information about?
[ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES TOGETHER
- 6 = NATIONAL GUARD
- 7 = RESERVES

627 Within the last 12 months, have you visited a recruiting station
for information about the military?

- 1 = YES
- 2 = NO

628 Have you ever talked with any military recruiter to get
information about the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.630.]

629 What service or services of the military did the recruiter
represent? [ENTER CODE FOR EACH MENTION. PROBE: Any other
service's recruiter? UNTIL NO MORE MENTIONS.]

- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 8 = DK
 - 9 = RE
- } [SKIP TO Q.645.]

SKIP	IF Q.629 = 1, SKIP TO Q.631. IF Q.629 ≠ 1 AND Q.629 = 2, SKIP TO Q.634. IF Q.629 ≠ 1 OR 2 AND Q.629 = 3, SKIP TO Q.637. IF Q.629 ≠ 1 OR 2 OR 3 AND Q.629 = 4, SKIP TO Q.640.
------	---

630 Do you think that, in the future, you might talk to a recruiter to get information about the military?

1 = YES }
2 = NO }
8 = DK } +[SKIP TO Q.645.]
9 = RE }

631 Did the Air Force recruiter represent the... [ENTER CODE FOR EACH MENTION.]

1 = active Air Force,
2 = the Air Force Reserve, or
3 = the Air National Guard?

632A How did you and the Air Force recruiter get in touch the first time you talked? Did you...

1 = get a phone call from the recruiter, or }
2 = did you call the recruiter, or }
3 = talk at a recruiting station, or } +[SKIP TO Q.633.]
4 = talk at a job fair, or }
5 = talk at school, or }
6 = did you get in touch some other way? }

632B How did you and the Air Force recruiter get in touch the first time you talked?

ENTER VERBATIM RESPONSE.

633 When did you last talk with the Air Force recruiter--what month and year was your last contact with an Air Force recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]
RANGE: 01-12

ENTER YEAR

FORMAT: 12
RANGE: 73-86

SKIP	IF Q.629 ≠ 2 AND Q.629 = 3, SKIP TO Q.637. IF Q.629 ≠ 2 OR 3 AND Q.629 = 4, SKIP TO Q.640. IF Q.629 ≠ 2 OR 3 OR 4, SKIP TO Q.645.
------	---

634 Did the Army recruiter represent the... [ENTER CODE FOR EACH MENTION.]

- 1 = active Army,
- 2 = the Army Reserve. or
- 3 = the Army National Guard?

635A How did you and the Army recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
 - 2 = did you call the recruiter, or
 - 3 = talk at a recruiting station, or
 - 4 = talk at a job fair, or
 - 5 = talk at school, or
- } + [SKIP TO Q.636.]

6 = did you get in touch some other way?

635B How did you and the Army recruiter get in touch the first time your talked?

ENTER VERBATIM RESPONSE.

636 When did you last talk with the Army recruiter--what month and year was your last contact with an Army recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]
RANGE: 01-12

ENTER YEAR

FORMAT: 12
RANGE: 73-86

SKIP	IF Q.629 ≠ 3 AND Q.629 = 4, SKIP TO Q.640. IF Q.629 ≠ 3 OR 4, SKIP TO Q.645.
------	---

637 Did the Marine Corps recruiter represent the...

- 1 = active Marine Corps, or
- 2 = the Marine Corps Reserve?
- 3 = BOTH OF THE COMPONENTS ABOVE

638A How did you and the Marine Corps recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
 - 2 = did you call the recruiter, or
 - 3 = talk at a recruiting station, or
 - 4 = talk at a job fair, or
 - 5 = talk at school, or
 - 6 = did you get in touch some other way?
- } + [SKIP TO Q.639.]

638B How did you and the Marine Corps recruiter get in touch the first time you talked?

ENTER VERBATIM RESPONSE.

639 When did you last talk with the Marine Corps recruiter--what month and year was your last contact with a Marine Corps recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]

RANGE: 01-12

ENTER YEAR

FORMAT: 12

RANGE: 73-86

SKIP	IF Q.629 ≠ 4, SKIP TO Q.645.
------	------------------------------

640 Did the Navy recruiter represent the...

- 1 = active Navy, or
- 2 = the Naval Reserves?
- 3 = BOTH OF THE COMPONENTS ABOVE

641A How did you and the Navy recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
 - 2 = did you call the recruiter, or
 - 3 = talk at a recruiting station, or
 - 4 = talk at a job fair, or
 - 5 = talk at a school, or
 - 6 = did you get in touch some other way?
- } → [SKIP TO Q.642.]

641B How did you and the Navy recruiter get in touch the first time you talked?

ENTER VERBATIM RESPONSE.

642 When did you last talk with the Navy recruiter--what month and year was your last contact with a Navy recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]

RANGE: 01-12

ENTER YEAR

FORMAT: 12

RANGE: 73-86

645 Have you ever taken the three-hour written test called the ASVAB that is required to enter the military?

1 = YES + [SKIP TO Q.647.]

2 = NO

8 = DK

646 Do you think you might take the written test required for the military in the future?

1 = YES
2 = NO
8 = DK } + [SKIP TO Q.649.]

647 Where did you take this written test? Did you take the ASVAB...

1 = at your high school,

2 = at a Military Entrance Processing Station (MEPS), OR

3 = somewhere else?

Now, I'd like to get some opinions about the four active-duty Services. Please tell me which Service, if any, you think about first when I mention each item.

SERIES Q.650--Q.659 ASKED IN RANDOM ORDER.

WITHIN EACH QUESTION IN THE SERIES Q.650--Q.659, THE SERVICES ARE LISTED IN ONE OF FOUR SEQUENCES. THE PARTICULAR SEQUENCE IS DETERMINED RANDOMLY BEFORE ANY QUESTION IN THE SERIES IS PRESENTED AND THAT SEQUENCE IS USED FOR EVERY QUESTION IN THE SERIES.

650 (Which one Service do you think of first when I mention...)

"Provides money for education? Do you first think of the...

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "provides money for education?"]

651 (Which one Service do you think of first when I mention...)

"Lack of personal freedom?" (Do you first think of the ...

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "lack of personal freedom?"]

652 (Which one Service do you think of first when I mention...)

"Teaches valuable skills and trades?" (Do you first think of the...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "teaches valuable skills and trades?"]

653 (Which one Service do you think of first when I mention...)

"Extended duty away from immediate family?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: "Which one Service do you think of first when I mention extended duty away from immediate family?"]

654 (Which one Service do you think of first when I mention...)

"Opportunities for promotion and advancement?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "opportunities for promotion and advancement?"]

655 (Which one Service do you think of first when I mention...)

"Equal pay and advancement for men and women?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "equal pay and advancement for men and women?"]

656 (Which one Service do you think of first when I mention...)

"Assignment to work that does not prepare you for a civilian career?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "assignment to work that does not prepare you for a civilian career?"]

657 (Which one Service do you think of first when I mention...)

"Defending your country?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "defending your country?"]

658 (Which one Service do you think of first when I mention...)

"Working in a high-technology environment?" (Do you first think of the ...

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "working in a high-technology environment?"]

659 Which one Service do you think of first when I mention...

"Work in or near a combat zone?" (Do you first think of the ...

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "work in or near a combat zone?"]

682 Has a good friend or close relative of yours signed up with one of the military services within the last 6 months?

- 1 = YES
- 2 = NO

683 Within the last year or so, have you discussed with anyone the possibility of your serving in the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } + [SKIP TO Q.690.]

684A With whom did you discuss serving in the military? [DO NOT READ LIST. PROBE: Anyone else?] [ENTER CODE FOR EACH MENTION.]

- 01 = FRIENDS
- 02 = MOTHER
- 03 = FATHER
- 04 = A BROTHER OR SISTER
- 05 = SOME OTHER RELATIVE
- 06 = BOY/GIRL FRIEND OR SPOUSE
- 07 = A TEACHER
- 08 = A COUNSELOR AT SCHOOL
- 09 = A RECRUITER
- 10 = A CO-WORKER
- 11 = AN EMPLOYER

SKIP	IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 OR ≠ 6, SKIP TO Q.690. IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 AND = 6, SKIP TO Q.684B6 IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 OR ≠ 4 AND = 5, SKIP TO Q.684B5. IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 AND = 4, SKIP TO Q.684B4. IF Q.684A ≠ 1 OR ≠ 2 AND = 3, SKIP TO Q.684B3. IF Q.684A ≠ 1 AND = 2, SKIP TO Q.684B2.
------	--

684B1 (Is this/Are any of these) friend(s) currently serving on active duty in the military?

- 1 = YES
- 2 = NO

SKIP	IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 OR ≠ 6), SKIP TO Q.690. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 AND = 6), SKIP TO Q.684B6. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 AND = 5), SKIP TO Q.684B5. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 AND = 4), SKIP TO Q.684B4. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 AND = 3), SKIP TO Q.684B3. IF Q.684B1 ≠ 1 AND Q.684 = 2, SKIP TO Q.684B2.
------	--

SKIP	IF Q.684A \neq 2 OR \neq 3 OR \neq 4 OR \neq 5 OR \neq 6, SKIP TO Q.690. IF Q.684A \neq 2 OR \neq 3 OR \neq 4 OR \neq 5 AND = 6, SKIP TO Q.684B6. IF Q.684A \neq 2 OR \neq 3 OR \neq 4 AND = 5, SKIP TO Q.684B5. IF Q.684A \neq 2 OR \neq 3 AND = 4, SKIP TO Q.684B4. IF Q.684A \neq 2 AND = 3, SKIP TO Q.684B3.
------	--

684B2 Is your mother currently serving on active duty in the military?

1 = YES
2 = NO

SKIP	IF Q.684A \neq 3 OR \neq 4 OR \neq 5 OR \neq 6, SKIP TO Q.690. IF Q.684A \neq 3 OR \neq 4 OR \neq 5 AND = 6, SKIP TO Q.684B6. IF Q.684A \neq 3 OR \neq 4 AND = 5, SKIP TO Q.684B5. IF Q.684A \neq 3 AND = 4, SKIP TO Q.684B4.
------	--

684B3 Is your father currently serving in the active duty in the military?

1 = YES
2 = NO

SKIP	IF Q.684A \neq 4 OR \neq 5 OR \neq 6, SKIP TO Q.690. IF Q.684A \neq 4 OR \neq 5 AND = 6, SKIP TO Q.684B6. IF Q.684A \neq 4 AND = 5, SKIP TO Q.684B5.
------	--

Q684B4 Is your brother or sister currently serving on active duty in the military?

- 1 = YES
- 2 = NO

SKIP	IF Q.684A ≠ 5 OR ≠ 6, SKIP TO Q.690. IF Q.684A ≠ 5 AND = 6, SKIP TO 684B6.
------	---

Q684B5 Is your (other relative) currently serving on active duty in the military?

- 1 = YES
- 2 = NO

SKIP	IF Q.684A ≠ 6, SKIP TO Q.690.
------	-------------------------------

684B6 Is your ((boy/girl) friend/spouse) currently serving on active duty in the military?

- 1 = YES
- 2 = NO

690 If a good friend of yours asked your advice about seeing a military recruiter, would you say it was...

- 1 = a waste of time,
- 2 = up to him or her, or
- 3 = a good idea?

691 How do the people who matter most to you feel about your serving in the active military? Would you say that most of them are...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable,
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

692 How do you feel about serving in the active military yourself?
Are you...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable,
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

Next, I have a few questions about your education.

698 Have you ever taken a college entrance examination such as the PSAT (Preliminary Scholastic Aptitude Test), the SAT (Scholastic Aptitude Test), or the ACT (American College Testing Program)?

- 1 = YES + [SKIP TO Q.700.]
- 2 = NO

699 In the future do you plan to take a college entrance examination?

- 1 = YES
- 2 = NO

SKIP

IF Q.404 <9 AND Q.407=> 2, SKIP TO Q.713A.

700 What grades (do/did) you usually get in high school?

- 1 = Mostly A's (a numerical average of 90-100)
- 2 = Mostly A's and B's (85-89)
- 3 = Mostly B's (80-84)
- 4 = Mostly B's and C's (75-79)
- 5 = Mostly C's (70-74)
- 6 = Mostly C's and D's (65-69)
- 7 = Mostly D's and F's (64 and below)

701 (Is/Was) your high school program...

- 1 = academic or college preparatory,
- 2 = commercial or business training,
- 3 = vocational or technical?

Now I have a list of high school mathematics and technical courses. As I read each one, please tell me whether you have taken or plan to take that course in regular high school.

702 Elementary algebra (ALGEBRA I)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

703 Plane geometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

704 Business math

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

705 Computer science

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

706 Intermediate algebra (ALGEBRA II)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

707 Trigonometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

708 Calculus

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

709

Physics

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

SKIP

IF OLDER MALE, OR OLDER FEMALE SKIP TO Q.713A.

710 (Does/Did) your high school have a computerized system that provide(s/d) information about careers?

- 1 = YES
- 2 = NO
- 3 = DK } + [SKIP TO Q.713A.]

711 In using this system, did you get any information about the military?

- 1 = YES
- 2 = NO
- 3 = DID NOT USE SYSTEM } + [SKIP TO Q.713A]

712 Did the information about the military that you got from the system increase your interest in the military?

- 1 = YES
- 2 = NO

713A What is the highest grade or year of school or college that your father completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (FRESHMAN)
- 14 = 2nd YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (SOPHOMORE)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JUNIOR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SENIOR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

713 What is the highest grade or year of school or college that your mother completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (FRESHMAN)
- 14 = 2nd YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (SOPHOMORE)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JUNIOR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SENIOR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

713C Just to be sure we are representing all groups in our survey, I need to ask you a few more questions. Please tell me whether you are currently...

- 1 = married,
- 2 = widowed,
- 3 = separated,
- 4 = divorced, or
- 5 = are you single and never been married?

713D Not counting yourself (but counting your spouse), how many dependents do you have--that is, how many people depend on you for more than 50 percent of their support?

ENTER NUMBER OF DEPENDENTS FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00-10

713E How many brothers do you have? Please include step-brothers and half-brothers.

ENTER NUMBER OF BROTHERS FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00-27

713F How many sisters do you have? Please include step-sisters and half-sisters.

ENTER NUMBER OF SISTERS FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00-27

Which of the following people live in the same household with you?

713G1 Your mother?

1 = YES

2 = NO → [PROBE: What about a step-mother or female guardian?]

713G2 Your father?

1 = YES

2 = NO → [PROBE: What about a step-father or male guardian?]

SKIP	IF Q.713E = 0 AND Q.713F = 0 AND Q.713C ≠ 1, SKIP TO Q.713G6. IF Q.713E = 0 AND Q.713F = 0 AND Q.713C = 1, SKIP TO Q.713G5. IF Q.713E = 0 AND Q.713F > 0, SKIP TO Q.713G4.
------	--

713G3 (Your brother(s)?)

1 = YES

2 = NO → [PROBE: What about step-brother(s) or half-brother(s)?]

SKIP	IF Q.713F = 0 AND Q.713C ≠ 1, SKIP TO Q.713G6. IF Q.713F = 0 AND Q.713C = 1, SKIP TO Q.713G5.
------	--

713G4 (Your sister(s)?)

1 = YES

2 = NO → [PROBE: What about step-sister(s) or half-sister(s)?]

SKIP	IF Q.713C ≠ 1, SKIP TO Q.713G6.
------	---------------------------------

713G5 (Your (husband/wife)?)

1 = YES

2 = NO

713G6 Your children?

1 = YES

2 = NO → [PROBE: What about step-children or wards?]

713G7 Any other relatives?

1 = YES

2 = NO

713G8 Any non-relatives?

- 1 = YES
- 2 = NO

SKIP	IF ANY OF Q.713G1 through Q.713G8 = 1, SKIP to Q.714.
------	---

713H Do you live alone then?

- 1 = YES

RESOLVE→ 2 = NO

- 8 = DK → [OUT OF RANGE.]

714 Do you consider yourself... [IF "HISPANIC" PROBE: Do you consider your race to be white, black, Asian, or American Indian?]

- 1 = white?
- 2 = black?
- 3 = Asian or Pacific Islander? (INCLUDES CHINESE, JAPANESE, FILIPINO, KOREAN, VIETNAMESE, PACIFIC ISLANDER, ASIAN INDIAN, OR OTHER ASIAN)
- 4 = American Indian or Alaskan Native?

715 Are you of Hispanic background? [INCLUDES SPANISH-AMERICAN, MEXICAN-AMERICAN, PUERTO RICAN, CHICANO, CUBAN-AMERICAN, ETC.]

- 1 = YES, HISPANIC BACKGROUND
- 2 = NO, NOT HISPANIC BACKGROUND

716 Now, I need to record your Social Security Number. By law, you do not have to tell me your Social Security Number, but it would help our study--so, can you tell me what it is? [PROBE: Would you look it up? I'll wait.]

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

- DK = Doesn't know
- N = No SSN
- RE = Refusal
- X = Asked questions

SKIP	IF Q.716 ≠ RE or X, SKIP TO Closing Statement.
------	--

717

We need this information for use in another study that matches enlistments in the Armed Forces to some of the ideas we've been discussing in this interview.

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

DK = Doesn't know

N = No SSN

RE = Refusal